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THE ANCIENT'S BOOK OF MAGIC—The ANCIENT'S BOOK of MAGIC is an Historical record of the Secret practices of the Ancient Masters and Adepts. Some of the contents of this Book are: Secret Procedure to make an Invocation; Language to hold with Spirits; The Consecration of Oil; Invocation of Evil Spirits; Of a Method of Releasing Evil or Familiar Spirits by a Circle; Benedictions of Perfumes. A Few of the many illustrations are: The Magic Circle; The Holy Table of the Archangel Michael; The Pinnacle of Solomon; Hand of Glory; The Trumpeter of Evil; The Witch and the Demon; Pentacle for Conjuring Spirits; The Angel enchains the Devil. We assume no responsibility for statements made by the Author, but sell **The Ancient's Book of Magic** as a most interesting Book. 183 Pages. Publisher's Price \$5.00. Our Price \$1.89. A Great Book about Ancient Magic and Spirit Invocation.

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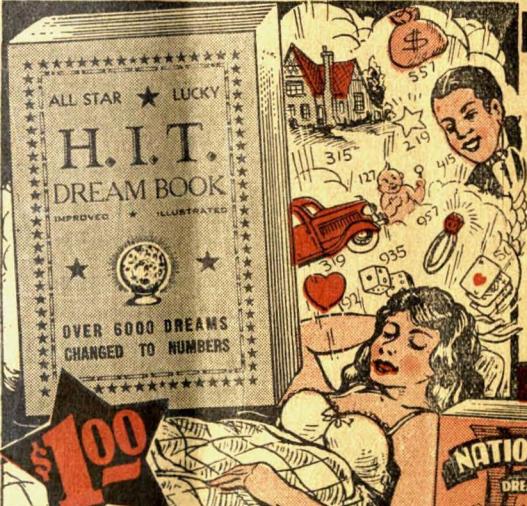
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The SECRETS of NUMBERS

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Godfrey Spencer, the author of this Book, reveals the Secrets of Numbers. This interesting Book contains information on the Following: The Law of Numbers; Character and Influence of various Numbers; Application and Use of Numbers; Meaning of the Birth Number; The Number that Governs the Life; How to Find one's Place of Power; How the Name discloses the Future; How each Single Name affects the Life; The Master Code and How to Find your Winning Number; How to interpret Dreams and Thoughts so as to give you Proper Number and Number Vibration; How to Find your Lucky Day, Success, Happiness, Love, Money and Life; Choosing a suitable Name for a Child; Names suitable for Marriage. We assume no responsibility for claims made by the Author, but if you are interested in the alleged Magic Power of Numbers, be sure to read this Great Book on the Secret of Numbers, written in a clear, easy to understand manner. Derive many Evenings of Pleasure, Joy, and Entertainment from this Book of Number Secrets. It has been sold by others for more money than we ask. Order your Book Today, and learn more about Numbers. This Book of Secrets of Numbers will be mailed to you in a plain wrapper. Send your order Right Now.

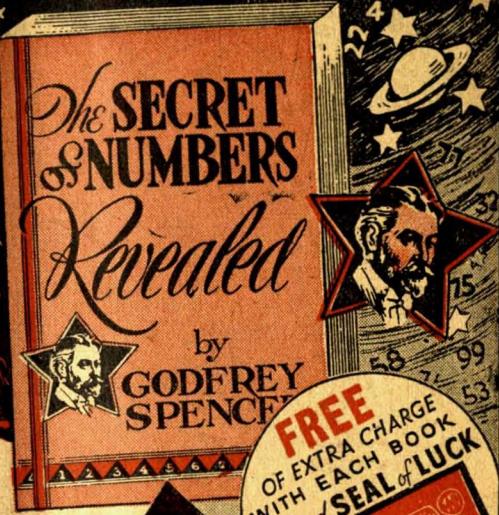
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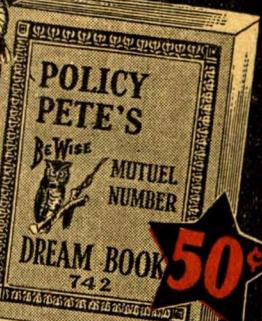
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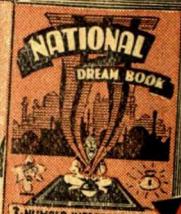
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A Bargain in Dream Books 159 Pages of solid information on Dreams and the Author's interpretation of the Meaning of the Dream and the Number applying to the Dream. Dream of a Man—Look this up in the Book and you will find No. 29. We assume no responsibility for claims made by the Author. If you like Dreams and Numbers you should get much entertainment from this Book.

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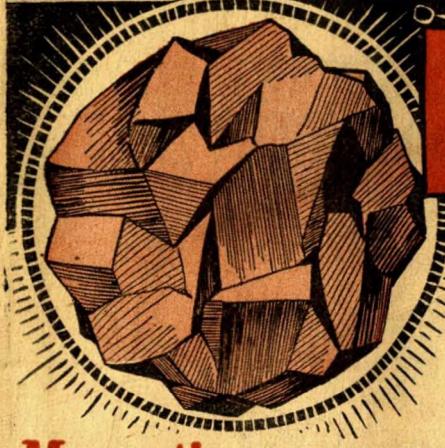
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LODESTONE

GENUINE MAGNETIC

The Romans believed that the LODESTONE kept husband and wife faithful and their Love secure. Orpheus attributes to the LODESTONE the power of attracting the Love of gods and men, and it was frequently set in Wedding rings for this purpose. In India the LODESTONE is believed to give vitality and health to those who wear it, and it is very popular amongst Mohammedans as a Talisman against Evil Spirits. In Elizabethan days mariners had great faith in this stone as a preservative from shipwreck, and also as an Amulet against gout if worn against the skin.

Magnetic:

Hoo-Doo Men from the land of Dixie made Conjure Bags in which they placed pieces of Lodestone, for the purpose of Hoodooing, Driving Away Evil Spirits, Drawing Folks to you, or so called Home Breaking, and Good-Bye Enemy Tricks, Job Getting, and general Good Luck. We have known many people who would not be without carrying a LODESTONE around with them. We have found this especially true among Folks that like to do Gambling, Play Horses, and Number Games of Chance, and who wish to win in Love Affairs. We do not sell this LODESTONE for any of these purposes; neither do we make any claims that it is LUCKY, or that it will Drive Away Evil Spirits, but sell only as a Curio, and the use, which you wish to put it is your own affair. We do, however, guarantee that this LODESTONE is Genuinely, Magnetically Alive, or your money refunded. We have taken extreme care in securing only the best grade of LODESTONE. If you wish this Genuine, Magnetically Alive piece of LODESTONE, send your Order NOW.

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Price Only.....

50c

LODESTONE POWDER

Draws to Lodestone

Steel dust, or so called, Lodestone Powder, was used for Conjure purposes, placed in Red Flannel Bags, together with Lodestone and other so called Luck Pieces for the purpose of bringing Good Luck, Driving Away Evil, etc. The steel filings were also sprinkled upon Lodestone to draw a Person to you and get a Job. We make no claims to this effect, or that this so called Lodestone Powder will bring LUCK, or Drive Away Evil, and sell only as a Curio. Order yours NOW. Send 25c for one package or 50c for three.

Order by No. A-204F
Price Only

25c

MO-JO Brand

MAGNETIC SAND

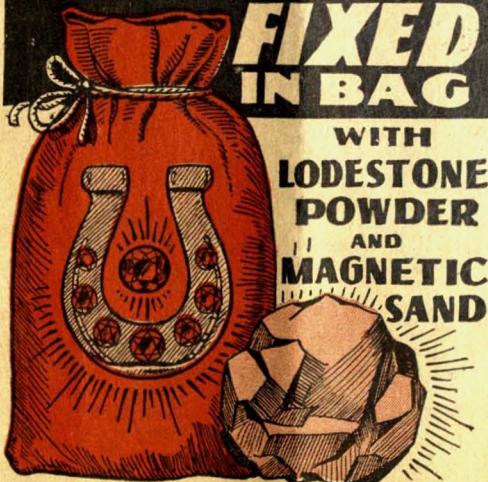
NO EXTRA CHARGE FOR RED FLANNEL BAG

We have many calls for this Magnetic Sand. Many of our customers like to carry a little in a Red Flannel Bag, or sprinkle it on a piece of LODESTONE, and believe it to be LUCKY. It is Magnetic Iron Oxide, and for that reason we have given it the name of Magnetic Sand. We make no claims that it is LUCKY, and sell only as a Curio. It comes packed in a Glass Jar, and we furnish a Red Flannel Bag without extra charge. Order yours Today.

Order by No. A-207
Price Only.....
Three for Only \$1.00



NOVEL LODESTONE FIXED IN BAG



LODESTONE CARRYING BAG

A Book on Folklore states that an old Conjuror made a Job Getting Hand by sprinkling steel filings upon Lodestone, (to draw a person to you), and tied all these in a Red Flannel Bag. Instructions were to wear this over your Heart, look your man straight in the eye, and concentrate upon getting it. We have Prepared This Wonderful Curio Bag, which consists of TWO Genuine Magnetic Lodestones, together with a generous supply of Lodestone Powder and Magnetic Sand, and placed all in a Red Flannel Carrying Bag. We make no claims that this combination of articles is LUCKY, or has any Supernatural Power, and sell only as a Curio. The TWO Lodestones are guaranteed Genuine, and are especially selected to have Magnetic Power. The Red Flannel Bag is included.

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Price

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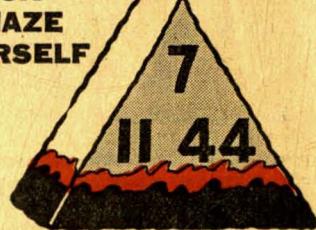
Incense

Just take a piece of INCENSE out of the Box and light it. Then watch the NUMBERS COME OUT in the ASHES.

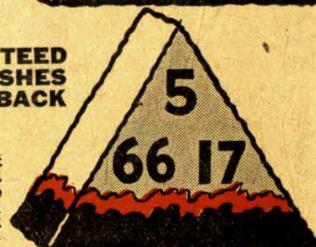
NUMBERS APPEAR IN BURNING ASHES

Are you interested in NUMBERS? For Centuries thousands of people have always been attracted by the Mystery of NUMBERS. Numerologists and Mathematicians have written books about NUMBERS. What do NUMBERS stand for in your life? What combination of NUMBERS do you like best? You can have great amusement with this GREAT GO-BO Brand Novel NUMBER Incense. Burn a piece and see what NUMBERS Come Out.

BUY A
BOX
AMAZE
YOURSELF



NUMBERS GUARANTEED
TO COME OUT IN ASHES
OR YOUR MONEY BACK



No. A-201C

Price Only

50c

AMAZING
AMUSING
ASTOUNDING

NUMBERS COME OUT IN ASHES

The GREAT GO-BO Brand Novel NUMBER Incense seems to be the most Weird looking, the most Mystic looking Incense known to man. Just Burn a piece and see for yourself—NUMBERS appear almost like MAGIC in the ASHES. Like the Handwriting on the Wall, You'll be Amazed. You will Marvel! Unfailingly—Without a falter—Little by Little—Surely—each NUMBER creeps into Form. Buy a Box Now. See this MYSTIC PERFORMANCE yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a LUCKY NUMBER, but we, of course, make no claims to this effect, and sell only as a very New, Novel Incense. When lighted and burned NUMBERS appear in the ashes, but we do not claim that these Numbers are of any value. Great Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this Incense. NUMBERS GUARANTEED TO COME OUT IN THE ASHES.

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AUNT SALLY'S POLICY PLAYER'S BOOK

The Big Book of Numbers

This great book gives the Author's interpretations of Dreams and Numbers to which they apply,—Good Combinations to Play, Tables for Finding what are supposed to be Lucky Numbers, Saddles, Gigs, and Horses. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

SUMMARY OF CONTENTS

Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers, Good Combinations to Play, Table for Finding Lucky Numbers, Numbers and Dreams of the Months, Numbers for the Days of the Week, The Oraculum or Napoleon Bonaparte's Book of Fate, Ladies' List of Numbers, Gentlemen's List of Numbers, Alphabet and List of Numbers which they denote, Single and Combination Numbers for Dreams, Dominoes and their Numbers, Flowers and their Numbers. Be sure to get this Famous Dream Book.

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HI-JOHN The Conqueror Root

To this root has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodoos claim that a person carrying CONQUEROR Root will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root.

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EGYPTIAN WITCH DREAM BOOK

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings — The Significance of Foretelling Future Events—Fortune Telling by Cards—Palmistry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husband and Wives—Charms and Spells. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.



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SOUTHERN STYLE HERB BAG DRESSED WITH SOUTHERN STYLE VAN-VAN OIL

JOHN THE
CONQUEROR
AND
ADAM
AND
EVE
ROOT

To Those of our Customers Who Might Want an ALGIERS Southern Style Herb Curio Bag, we have prepared this remarkable collection of Herbs, Roots, and Lodestones.

Certain Voodoos, Witch Doctors, Fetish Worshippers, claim that a Bag of certain Herbs, worn on the person would drive away Evil and bring Good Luck in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. It is also well known that many people carry Luck Stones, Luck Roots, etc., on their person and many have attributed unheard-of achievements to their particular Luck Charms. However, if you wish this specially prepared Southern Style Herb Bag we sell only as a Curio. Get yours NOW!

Dressed with Van Van Oil

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Candles

CANDLES have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the New Orleans Spell, which was worked by Four Nickels arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a Protection Against Spells. Another Author tells us Candles have been used, such as: Green Candles to break up Love Affairs; Red or Pink Candles to make a Man Come Home; Red for Victory; Blue Candles for Love; Yellow for Money; White for peace and to Uncross; Black Candles for Invoking Spirits.

One Book tells us that Six Red Candles have been used to Win In Love. 60 pins were stuck in each Candle—30 on each side. A small paper with Sweetheart's name written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in Burning Candles, we can now supply you with our **BLACK CAT Brand CANDLES**. We make no claims that these should be burned for LUCK Purposes, or for any supposed supernatural Powers. We do know that Burning Candles gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen.

COLORS—Red, Green, Black, White, Yellow, Blue
Orange, and Pink.

No. A-311—Two Candles (Give Color). Price. **25c**
No. A-311B—1 Doz. **BLACK CAT** Candles in Box (Assorted Colors). Only.....**\$1.00**

Candle Wick Anointing Oil with each Dozen.



**1 DOZ.
CANDLES
for \$1.00**

LUCKY MO-JO Brand Candles



CANDLE BURNING is an old custom which has survived since Biblical Times. In the Church **CANDLES** have been burned at High Mass, Baptism, etc. We believe that many people derive great satisfaction in **BURNING CANDLES** for any purpose according to their own Heart's Desire. **LUCKY MO-JO Brand CANDLES** are made from the Highest Quality Ingredients, and are guaranteed to give Good Satisfaction. Because the **BURNING of CANDLES** has been associated with Mythology, Superstition, etc., we thought it would be amusing to our customers to receive a Zodiacal Reading with each Box of Lucky MO-JO Brand Candles. We have also assorted these Candles in our selected special **COLORS** for any particular Birthmonth. We do not claim that the burning of Candles with these **COLORS** has any special significance, but thought our customers would be pleased in receiving an assortment of **CANDLES** as follows:

IF YOU WERE BORN IN

JAN.	—We furnish Red and Black Candles.
FEB.	—We furnish Yellow and Blue Candles.
MAR.	—We furnish Blue and Green Candles.
APRIL	—We furnish Green and Yellow Candles.
MAY	—We furnish Blue and Old Gold Candles.
JUNE	—We furnish Red and Blue Candles.
JULY	—We furnish Green and Black Candles.
AUG.	—We furnish Red and Yellow Candles.
SEPT.	—We furnish Old Gold and Black Candles.
OCT.	—We furnish Green and Old Gold Candles.
NOV.	—We furnish Yellow and Black Candles.
DEC.	—We furnish Yellow and Red Candles.

STATE BIRTH MONTH

Order by **No. A-315**.....**50c**

TWO EXTRA LARGE CANDLES
IN BOX

**FREE OF
EXTRA COST** **ZODIACAL
READING
CHART**

**SEVEN DAY
CANDLE
SET**

Enough Candles to Burn 7 Days and 7 Nights without stopping. One Dozen 15 Hour Candles with Ruby Glass. Enough Candles to burn one solid week. These Candles have been used for various Religious Purposes. In some homes candles are kept burning in Religious Devotion.

No. A-308 **\$1.25**



Bayberry

Candles

A verse that comes with each Box of Candles is as follows:

"Bayberry Candle, Burned to the Socket, Brings LUCK in the House, Food to the Larder, And Good to the Pooket." We make no claims that BAYBERRY CANDLES bring you WEALTH, LUCK, or HAPPINESS. Sold only as Very Fine-Quality Candles. Two Green color, Sweet Smelling BAYBERRY Candles are packed in a Pretty Box.

A-314—Price 35c

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SUCCESS Brand WAXEN CANDLES

CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Doo is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Doo practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a PROTECTION against Spells. It is believed among certain classes of people that the burning of Candles would bring GOOD LUCK, Help one Win in Love, and Drive away so called Evil Spirits. For Folks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of SUCCESS Brand CANDLES. We make no claims that the burning of these Candles will bring LUCK, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

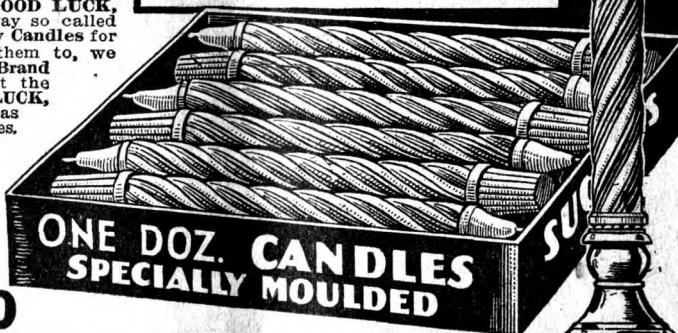
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Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. \$1.10

RED	No. A-301	1 Doz. In Box.....	\$1.00
YELLOW	No. A-302	1 Doz. In Box.....	\$1.00
BLUE	No. A-303	1 Doz. In Box.....	\$1.00
BLACK	No. A-304	1 Doz. In Box.....	\$1.00
WHITE	No. A-305	1 Doz. In Box.....	\$1.00
GREEN	No. A-306	1 Doz. In Box.....	\$1.00

NOTE—We will assort up one dozen of these SUCCESS Brand CANDLES in a box—choice of any colors you wish for only 10c additional.



Alleged MO-JO LUCKY CURIO BRAND BOX



All for
\$1.00

VOO-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which ROOTS and LODESTONES were placed. We have prepared this MO-JO Brand CURIO BOX which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio. If you wish this Big Box of Curios, for only \$1.00, send your Order Today.

Order by No. A-500
Price Complete in Box. **\$1.00**

Alleged LUCKY OMEN SYMBOL RING



Get this Mystic looking Ring, with Chinese Symbol on stone. The Manufacturer of this Ring states that this symbol means "Good Wind" and the Chinese symbols on the side of the Ring designate "Happiness" and the entire meaning of the Ring means "Good Wind of Happiness," or a "GOOD LUCK" Ring. Many of our customers like to wear this Mystic, Weird Looking Ring, with flashy Red setting, designed with strange looking Chinese letters, and feel that it is a sort of LUCK Piece and Amulet. We have, therefore, given this Ring the name of alleged LUCKY OMEN Ring, but we do not claim that it will bring LUCK, or have any supernatural effect. Be first to wear this Mystic, Unusual Ring. Send piece of string showing finger size.

Order by No. J-126 Price Only. **\$1.00**

LUCKY MO-JO Alleged GOOD LUCK COIN

Thousands of people are carrying POCKET LUCK PIECES from which they would not part for anything. The LUCKY MO-JO Alleged GOOD LUCK COIN may be just the thing you would also like to carry. On this Coin you will find designed some of the most famous emblems of LUCK as follows: Horsehoe Nail, Lady Luck, Four Leaf Clover, Horseshoe, Wishbone, Happy-Go-Lucky, Lucky Luce, Blue Birds of Happiness, Indian Luck, Gamy Luck, Lucky Mo-Jo Heads, Truth, Love, and Romance. Carry all of these in your pocket at one time. We make no representations that this coin has LUCKY Properties and sell only as a curio. However, many of our customers have been pleased.

No. A-221 '50c
Price Only..



C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

ADAM AND EVE ROOT



The ADAM and EVE ROOT is a familiar root used by conjure men for so-called Hoodooing. Such Roots we believe were carried around on the person for the purpose of bringing GOOD LUCK, Winning in Love Affairs, Winning in Games of Chance, and almost anything else desired. We, of course, make no claims that the ADAM and EVE Root will bring the above mentioned GOOD LUCK. If it does, it may only be a coincidence. We sell only as a Curio or curiosity. Two Roots are packed in a box labeled "MO-JO Brand."

Order by No. A-211
2 Roots in Box.....**50c**
3 Boxes for \$1.00

Queen Elizabeth ROOT



We believe that this is one of the Roots used by Voodoos for conjure purposes. There are so many stories told by different people regarding the use of Roots for Winning in Love, Drawing Money, Getting Jobs, that we do not know which to believe, but the fact remains that so-called Root Doctors have placed Roots in Red Flannel Bags, and tied these around the neck for so-called Hoodooing. We make no claims that the QUEEN ELIZABETH Root is Valuable for this purpose, and sell only as a Curio.

Order by No. A-212
Price Only.....**50c**
Three for \$1.00

DRAGON BLOOD POWDER



We do not know what it is about this DRAGON BLOOD POWDER that makes it sell so fast. Our customers have ordered it time and again. Many people burn it as an Incense, and derive great joy this way. Whatever you have in mind to use this DRAGON BLOOD POWDER for is your own privilege. If you buy it from us you can be sure that you are getting the Genuine DRAGON BLOOD POWDER.

DRAGON BRAND
Order by No. A-204D
Price per Box.....**50c**
3 Boxes for Only \$1.00

LIFE EVERLASTING



One Book on Folklore states that the LIFE EVERLASTING Root has been used for Fever and Toothache. The most interesting thing regarding the Root is the name, LIFE EVERLASTING, and it is probably for that reason that it has been such a Big Seller with us. We make no claims that this Root has any Medicinal Value, and sell only as a Curio. We hope that you will be real pleased with it. Packed in box, under the name, "MO-JO Brand," and mailed in a plain wrapper.

Order by No. A-214
Price Only.....**25c**
THREE BOXES for Only 50c

SALEP ROOT LOOKS LIKE A HAND



This is one of the most odd, weird looking Roots we have ever seen. It is uncanny in appearance and looks like a Human Hand. We have sold more of this Root than any other, and we believe this is due to the Hand shape of the Root. Amaze your Friends by possessing this unusual looking root. If you wish to get this HAND Shaped ROOT send 50c for two Roots packed in a Box, or Three Boxes for Only \$1.00. Order Yours Today.

Order by No. A-215
Price Only.....**50c**

SOUTHERN JOHN THE CONQUEROR ROOT



The Southern John the Conqueror Root is a famous Root, well known by many Folks in our Southern States. It is indeed an odd looking Root. We have sold many thousands of these Southern John the Conqueror Roots to many of our customers who enjoy possessing one. Would you like this Curio? If so, order your Southern John the Conqueror Root. Comes packed in a box under the name "MO-JO Brand." Sent in a plain wrapper.

Order by No. A-216
Price per Box.....**50c**
3 Boxes for Only \$1.00

FIVE FINGER GRASS



This plant has a leaf divided in Five Segments. We believe that this Root has been used by many people for Hoodooing, that is, for the purpose of Warding Off Evil and bringing Good Luck in Money Matters and Love Affairs. However, we do not claim that the Five Finger Grass will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name MO-JO Brand.

Order by No. A-217
Price per Box.....**50c**
3 BOXES for Only \$1.00

DRAGON BLOOD STICKS



Many of our customers like to carry the DRAGON BLOOD STICKS as a Curio. We do not know what the reason is, but have heard someone state that the Genuine DRAGON BLOOD STICK is very LUCKY. We are not telling you this that you should buy it for this purpose, but thought that you might be interested in hearing about anything that has been claimed LUCKY. If you wish the Genuine DRAGON BLOOD STICK, we make no claims that it is LUCKY, and sell it only as a Curio, packed in a box, under the Trade Mark "Mo-Jo Brand."

Order by No. A-218
Price per Box.....**50c**
3 Boxes for Only \$1.00

PLANT OF PEACE



A Book on Folklore tells this about the PLANT OF PEACE (Arisoma triphyllum):—"Take the leaves, rub on hands. Use to make "Hands" to bring Security and Peace—to Protect you from enemies." We are stating a belief regarding the PLANT OF PEACE, and do not sell it with any claims that it will bring Security, Peace, or Protect from Enemies. If you wish to possess the PLANT OF PEACE Root, as a Curio, send your Order Today. Packed in a very attractive box.

Order by No. A-220J
Price per Box.....**50c**
3 Boxes for Only \$1.00

DEVIL'S SHOE STRING



A certain Book on Folklore gives the following belief regarding the DEVIL'S SHOE STRING: "Cut Root into small pieces, put camphor or whiskey on it, rub on your Hands—Will give you control over any woman. Carry a bit in your pocket, no snake will bite you; Lay a piece in a man's path, he will never have any more money; Use it for a Gambling "Hand." We make no claims that this Root will have any supernatural effect as above mentioned, and sell only as a Curio.

Order by No. A-220
Price per Box.....**50c**
3 Boxes for Only \$1.00

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BOOK SOLD BY PUBLISHERS —

FOR \$2.00 OUR PRICE \$1.00

Full of FACTS and FORMULAS

Here At Last is That
AMAZING BOOK
You Have Been Looking For!

THIS Book purports to contain many hundreds of interesting facts regarding Occult Procedure and all kinds of alleged formulas for the preparation of Mystic Ceremonies. The author, Lewis de Claremont, seems to have spent many years investigating the uses of these preparations and attempts to tell How Masters, Magicians, Conjurers, Ancient Necromancers, and people of all different countries, Hindus, Chinese, Siamese, Hebrews, Greeks, Romans used certain Incense, Perfumes, Oils, Roots, Herbs, Powders. The author reveals how Alleged Arabian Magicians concocted love Potions, Commanding Oils, and says "Back of all the ceremonies, rites and incantations was the esoteric idea that the WILL and FAITH was the real force employed"

WHAT THE BOOK PURPORTS TO TELL ABOUT

How to use Roots, Herbs, Barks, Berries, and Seeds according to ancient Legends. How to use Anointing Oils—How to Dress a Candle with Oil—How certain oils have been used such as a Magnet Oil—Commanding Oil—Lover's Oil—Attractor Oil—High John Conqueror Oil—Spirit Oil—Lucky Planet Oil—King Solomon Oil—Ten Commandment Oil—Power Oil—Conjuring Oil—Concentration Oil, Etc. How to make Love Powders, Potions and Philtres—True Love Powder—How Incense is used—Attraction Incense—Compelling Incense—How to make and use Success Incense—How to make Talismans for Luck, Love, Gambling and Business—How Orris Root was believed to attract the opposite sex—How to use High John the Conqueror—How to use La John the Conqueror—How to use Adam and Eve Root—How to make and use Herb Baths—Rule for making metallic Talismans. These and many other alleged facts and formulas mentioned in this book too numerous to mention in this small space. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader follow formulas, etc., to bring about any alleged supernatural influences to accomplish certain desires.

Order by No. B-702

Price \$1.00

Only

Foreign—4s



SECRETS OF THE PSALMS

ORDER THIS BOOK TODAY

HERE is a very interesting book that many of our customers might receive pleasure and satisfaction from reading. In the FOREWORD of this book, the author mentions, "Yes, dear reader, you must not doubt. Through a pious life and by a rational use of the Psalms you may obtain the grace of God, the favor of Princes and Magistrates and the love of your fellow-men."

WHAT THE BOOK PURPORTS TO TELL ABOUT

Here are some of the Contents of this book:—Psalms to receive instruction or information through a dream or vision, Psalm to escape Danger, Psalm to receive Grace—Love—Mercy, Psalm to become Safe from Enemies, Psalm to receive GOOD after committing a heavy sin, Psalm to Free yourself from the influence of Passion, Psalm to make yourself Fortunate in any undertaking, Psalm to Free yourself of Evil Spirits, Psalm if Enemies have made you lose Money and have caused you to be mistrusted, Psalm to make Peace between Man and Wife, Psalm for anyone who has drunk too much, and many others too numerous to mention in this small space. We assume no responsibility for claims or statements made by the author but simply give his version and sell only an interesting book, without recommendation that the reader follow it to bring about any alleged supernatural influences to accomplish certain desires. You may enjoy reading this Book, Order Now, Send \$1.00 today or ask us to send Book and pay postman \$1.00 plus few cents postage.

Order by No. B-703

SECRETS
OF THE
PSALMS

OUR PRICE
\$1.00

Foreign
Price—4s

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HIGH JOHN ROOT

the CONQUEROR



BIG
SELLER

Order by No. A-209
Price Only 50c

CONSIDERED BY MANY TO BE A GREAT LUCK BRINGER

High John the Conqueror is one of the most famous of so-called LUCK ROOTS. It is believed by many that a person carrying one of these HIGH JOHN ROOTS in his pocket or on his person will never be without Money and will be very LUCKY and Successful in his undertakings. Many superstitiously think that this strange ROOT acts as a powerful LUCK Charm for Winning Games, Drawing Lucky Numbers and that it Helps in Love Affairs and Drives Away Evil Influences and wards off Bad Luck. However, we make no claims to this effect and sell only as a Curio. We have received word from many of our customers who say that they are well pleased with the very fine quality. Some have written that they like to carry the Root in their pocket or purse and many others have said they like to Chew on the ROOT and say they have had Good Results and we might add that we have many customers who say they would never be without a piece of HIGH JOHN.

GENUINE **MYRRH**



DON'T WAIT

Order by No. A-210D
Price Only 50c

MYRRH was one of the precious substances of Biblical times used at least 2,000 years ago. It was blended with an Oil wherewith the Priests were anointed and it is said that it ran down the beards of Aaron and his Sons when they were exalted to leadership. The Bible mentions it is used in a Holy Oil—(Exodus—Chap. XXX). Some folks still believe MYRRH to have mystic Luck Powers and to bring Luck in Love Affairs and Money Matters. We make no claims to this effect and sell only as Genuine MYRRH.

LITTLE JOHN *to Chew*



This strange looking ROOT has been called by some folks Little John to Chew. Some folks like to CHEW this Root and believe it to be a powerful LUCK bringer for drawing Money and Love and Driving Away Evil and Bad Luck. However, we make no claims to this effect and sell only as a Curio. We guaranteed this Root to be fresh and clean. Order some of this LITTLE JOHN TO CHEW Root. Comes packed in sanitary box. We have thousands of satisfied customers and hope you will be pleased too.

Order by No. A-210E
Price Only 50c

HIGH JOHN *the CONQUEROR*



Some folks in the South visit the Voodoo Man who often charges big fees such as \$5.00 and even \$25.00 for his services. Worried and troubled men and women have gone away HAPPY when the Voodoo Priest prescribed this fetish which consisted of High John The Conqueror Root fixed in Red Flannel Bag with Lodestone and Five Finger Grass. This bag was to be worn around the neck and sprinkled every morning with two drops of Van Van Oil. This superstition was that this acted as a Luck Charm and would Drive Away Evil and Attract much Good Luck and Money and bring about the thing desired. We of course make no claims to this effect and sell only as a Curio. Ask for it by name—HIGH JOHN THE CONQUEROR FIXED IN BAG.

Order by No. A-521
Price Only \$1.00

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THE SUCCESS DREAM BOOK

An introduction states: "The Author has worked laboriously and unceasingly, in order to produce this first class Dream Book. . . . There are so many people who desire to get a concise definition of a dream. A dream is the forecast of coming events. It generally comes to us in a parable, or in some other similar form during sleep. It is therefore, quite necessary to consult a good dream book. A dream is really a warning of coming events, whether favorable or unfavorable."

CONTENTS OF THIS BOOK AS FOLLOWS:

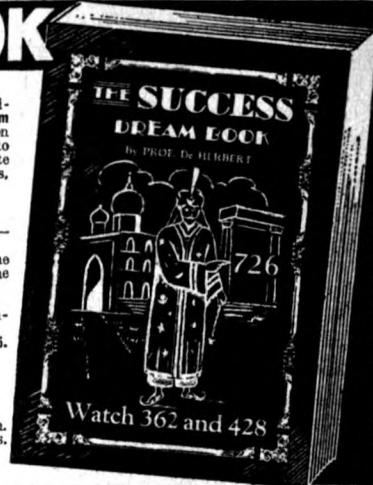
- Page 4—HOLIDAYS, and their Numbers.
 Page 5 to 168—DREAMS, explained and their Numbers, as for Example: JOCKEY—To see one signifies you will win a great deal of money—219.
 Page 169—LETTERS, and their Numbers, as for Example: H—528. The DAYS of the WEEK, and their Numbers, as for Example: MONDAY—761. The MONTHS of the Year, and their Numbers, as for Example: JANUARY—183.
 Pages 170 to 184—LADIES' List of Names, with their Numbers.
 Pages 184 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Example: Jacob—293.
 Pages 201 to 203—CITIES, and their Numbers, as for Example: Memphis, Tenn.—345.
 Pages 204-224—YOUR HOROSCOPE, and gives your supposed Lucky Days.
 Pages 225 to 226—COMBINATION of NUMBERS that follow each other.
 Pages 227 to 230—YOUR LUCKY BIRTHDAY NUMBER.
 Page 231—NUMBERS, and Things you may see or hear.
 Page 232—NUMBERS and CARDS, as for Example: Ace of Hearts—739.

We are not responsible for any claims made by the Author, and only give his version.
 252 Pages from Cover to Cover. A Big Bargain, if you are interested in Dream Books.

Order by No. B-664

Price Only . . .

\$1.00



Watch 362 and 428

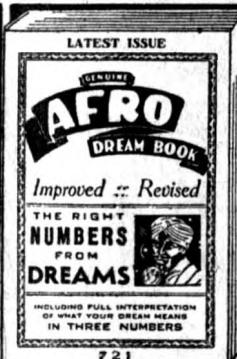


The CUBAN B.O. DREAM BOOK

Are you interested in Dreams and the interpretation of their so-called Winning Numbers? It is believed by some superstitious people that whatever you may dream of has a certain meaning. Whether this is true or not is a matter of opinion. The CUBAN B.O. DREAM Book consists of a Double Set of figures of Two Numbers for each Dream, as for Example: CAT, 47-31. You will also find in this Book a list of Both Ladies' and Gentlemen's Names, and their Numbers, as for Example: ABEL 47-54; The Days of the Week, and their Numbers; Months of the Year, and their Numbers; Clothing, and their Numbers; and a few other interesting remarks concerning Numbers. We assume no responsibility for claims made by the author, but believe you will be very pleased with this Book. Order Today.

No. B-665

Price Only . . . **60c**



Genuine AFRO DREAM BOOK

This Book gives Dreams and Numbers as follows:
ABANDON—021
 Someone close is about to leave you
 —547. Wife—436.
 Child—981. Friend—472.

Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your Dream may be, you will find it in this Book along with the Right Number. We assume no responsibility for claims made by the Author, and sell only as an interesting Book. We hope you will enjoy reading it. Order Your AFRO DREAM Book Now at reduced price.

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BLACK ART 1000 WAYS TO GET RICH

Contents of This Book
 Human Superstition and the Occult Sciences.
 The Art of Mesmerism.
 Influence of Animal Magnetism on the Mind.
 Rules Governing Spirit Mediumship.
 How to Charm those whom you Meet and Love.
 Witchcraft and Magic.
 And Many Other Subjects.

We assume no responsibility for claims made by the Author but only give his version. If you are interested, order your Book NOW.

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Price Only . . . **35c**

BOOK of BIRTHDAYS

Read what the Author says of people born in the Month of your Birth. Read about your Talents and how to make the most of them. Advice to you according to the Month you were Born in. This Book also tells about LUCK, HEALTH, LOVE, and MARRIAGE. Hints for Naming Baby. Lessons from Life. Fortune Telling by Dice. We are not responsible for claims or statements made by the Author, but are sure you will find this Book of BIRTHDAYS very interesting.

No. B-668

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Reader, are you poor? Thousands of people might have been RICH. There is a lot of money in the world, and there are honest ways of making it. This book contains an immense collection of the most salable and Amazing discoveries, Formulas, Recipes, and Methods from which persons of very moderate capital can commence a paying business in any city or village. You may find in this Book just one Subject that may mean a Fortune to you. Order This Book Now.

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Price Only **50c**

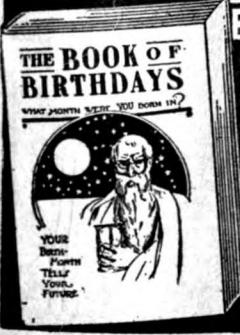


GOLDEN DREAM BOOK

The Author states that the GOLDEN DREAM BOOK covers all the major systems of Luck and Numbers. It even goes as far as to determine the Winning Horse in each Race, according to the theory of dreams and its relationship to other forms of life. It consists of 157 pages full of Dreams, and all NUMBER combinations, as for Example: Trunk, 287 . . . 28-8-69 . . . 1st and 3rd Race. We assume no responsibility for claims made by the Author. If you are interested in Dreams and NUMBERS, Order this Book NOW.

No. B-669

Price Only **\$1.00**

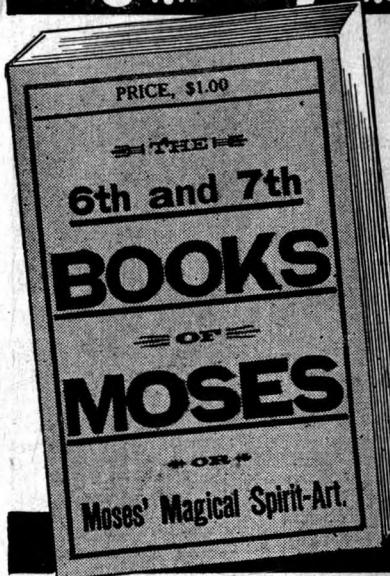


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Contains exact copies of over 125 **SEALS**, Signs, Emblems, etc., used by Moses, Aarons, Israelites, Egyptians, etc., in their **Magical** and other Arts. **Moses**, the Great Law Giver of Israel, acquired, as he resided at the Court of Pharaoh, many Egyptian Arts and Secrets in his constant intercourse with learned men. **The 6th and 7th Books of Moses** are pronounced by many people the most wonderful works ever published. It is even said that millions never undertake any important steps in life relative to **finance, exchange, health, and the general welfare of man**, without seeking from its pages **ADVICE** and **GUIDANCE**. Of course, we take no responsibility for the statements made in this book.

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- Fig. 3. Seal of Long Life and Fortune.
- Fig. 4. Love, Respect, and Affection.
- Fig. 5. Seal of Long Life, Treasure, and Health.
- Fig. 6. Seal of Power.
- Fig. 7. Seal of Dreams and Wisdom.
- Fig. 8. Seal of Earth's Treasure.

And many more **SEALS** which we do not have room to mention here. The four great divisions of the **Spirits of the Air, Fire, Water, and Earth**, are given with their uses, and full explanatory tables. Volume 2 of this wonderful book contains illustrations such as The Breast Plate of Moses, The Great General Seal of Citation, —Spirit of the Burning Bush, and many others. This wonderful work is sure to educate and please you. Order your 6th and 7th Books of Moses NOW.

Order by No. B-609

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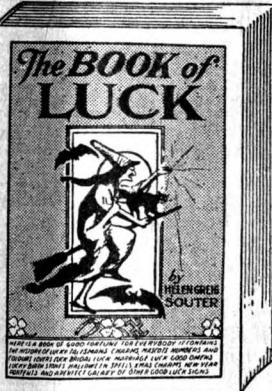
POW-WOWS OR LONG LOST FRIEND



3 Witches Dream Book

This interesting book contains a full list of Dreams and tells supposed **Lucky Numbers** that apply to the Dreams—Combinations of Cross, Saddles, Gigs, and Horses—Full information of supposed Fortunate Numbers attached to every Dream—Also many pages of interesting Information, Recipes, Points of Law. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book but simply give the Author's version. This book contains 178 pages that may be very interesting to the reader.

No. B-637
Price Only 50c



BOOK OF LUCK

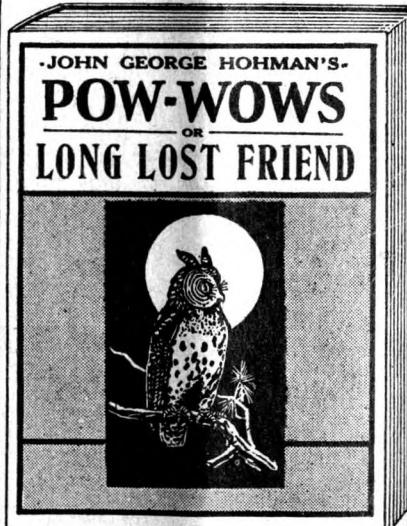
This interesting book contains information on the following subjects: Ancient Talismans, Amulets, Charms, Love Potions, Marriage Superstitions, Lucky Wedding Days, Good Omens, The Bridegroom's Luck, Significance of Precious Stones, Luck of Numbers, the Luck of Lovers, the Luck of Children, Lucky Horseshoe, Lucky Flowers, Lucky and Unlucky Animals, Christmas Charms and Spells, An Old Time Love Spell, New Moon Charms. We assume no responsibility for claims made by the Author, but simply give his version. Are you interested in **LUCK**? Then order this Book and read about **LUCK**.

No. B-610
Price Only 50c



This is the imported, Genuine Parchment, that we believe is used by Adepts, and others for making alleged **Lucky** Talismans, Seals, Scrolls, Charms, and Amulets. With the 6th and 7th Books of Moses in your possession, it should be easy to copy any seal you desire to suit your own special purposes. We make no claims that Seals on Parchment will produce **LUCK**, and sell only as a Genuine Parchment, imported from England.

No. A-234—Size 3x6 Inches.....	50c
3 Pieces—3x6 Inches, for only.....	\$1.00
No. A-236—Size 12x16 Inches.....	\$3.00
No. A-237—Special Blood Red Ink.....	50c



This Book — One of Our Biggest Sellers

This book is supposed to contain a collection of the most valuable Arts and Remedies with many proofs of their Virtus in Healing diseases, etc. The celebrated Author, John George Hohman, claims that: "Whosoever carries this Book with him is safe from all Enemies, Visible or Invisible, and whosoever has this book with him cannot die without the Holy Corpse of Jesus Christ, nor Drown in any Water, nor Burn in any Fire, nor can any unjust sentence be passed upon him, so Help Me." Some of the Contents of this interesting Book are: How to Compel a Thief to return Stolen Goods; How to Extinguish Fire without Water; How to Find All Kinds of Metals; How to Banish All Kinds of Pain; How to Compel a Thief to stand still; How to Fasten or Spellbind Anything; Protection of One's House and Hearth; A Charm to be Carried About the Person, and Hundreds of Real and Valuable Secrets. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book, but simply give the Author's version and claims.

Order by No. B-624
Price Only \$1.00

**Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.**

RACE HORSE ALLEGED LUCKY SYMBOL RING



Wear This
Horse's
Head, in
Horse-
Shoe
and
4 Leaf
Clover

Among the Ancient Teutons the HORSE was held to be the most HOLY of animals, and it is said that the Horse's Head was fastened to a pole for the purpose of an EVIL SPELL over an enemy. The Horse's Head was placed over Dwellings as a Talisman for GOOD LUCK. An English Myth ascribes to the Horse the character of a LUCK BRINGER, and Horse Worship was customary among several early Tribes of People. The Horse Shoe, which has a universal popularity, both as an amulet and a token of GOOD LUCK, should certainly be desirable to Folks who wish to wear this Combination Symbol of GOOD LUCK. We make no claims that it will bring LUCK, or Drive away Evil, but we sell this Ring, which has on it, the Horseshoe, the Horse's Head, and the Four Leaf Clover, as a fine Curio piece of Jewelry. You should be proud to possess it. Amaze your Friends. Order today and be sure to send piece of string showing finger size. Price Only \$1.00.

Order by number

J-125

\$1.00

THREE-HEADED SNAKE ALLEGED LUCKY SYMBOL RING

Amaze
Your
Friends
—
Wear
This
Elegant
Ring

A SNAKE'S Head Talisman was worn by the Ancients to protect its wearer from the attacks of an Evil Being, which when killed had the power of rising in new forms and who obstructed the passage to the Heaven World. The Egyptians engraved figures of Snakes on the Doorways and Walls in the Tombs and Temples, and other sacred Buildings, to guard the dead from Enemies of every kind and to prevent the entrance of Evil in any shape or form. The SNAKE was also placed around the heads of Divinities and around the Crowns of Kings as a symbol of ROYAL MIGHT and POWER. The popular belief that a SNAKE will not die until the sun goes down may come from the fact that the Egyptian god "Tem," the god of the rising sun, was supposed to assume the form of a SNAKE. This Ring consists of Three Snake Heads, each set with a Dazzling, White, imitation Diamond. We do not claim that this Ring will bring LUCK in Money Matters, or Drive away Evil, but sell to those Folks who wish to wear a symbolic Curio piece of Jewelry. Amaze your Friends. Ring fits any size finger. Big Bargain for 50¢.

Order by number

J-150

50¢

SKULL and BONES Alleged LUCKY SYMBOL RING

A tribe called the Wild Wa of Burma regarded the SKULL as a protection against the Powers of Evil. In a Book telling about this, it states that without a SKULL his crops would fail—Without a SKULL his kine might die—Without a SKULL the father and mother spirits would be shamed, and might be enraged, if there were no PROTECTING SKULLS the other Spirits might gain entrance and kill the inhabitants, or drink all the liquor. Many of our customers have enjoyed wearing this Skull and Bones Ring as a Symbol of Good Luck.



If you wish to wear this SKULL and BONES Ring as an ornament or a Symbol of GOOD LUCK, you may do so, but we make no claims that it is LUCKY, or that it will Bring in the Winnings, or Drive away Evil Spirits, and sell only as a Weird, Mystic Looking, piece of Jewelry. The eyes are set with Synthetic Rubies, making the SKULL that is surrounded by the CROSS BONES look very mystic. Your friends will gasp with Amazement. Be sure to wrap a piece of string or strip of paper around your Finger showing size.

No. J-136
Price Only ... **50c**

KING TUT Alleged LUCKY SYMBOL RING



Here is indeed a Weird, Mystic, Odd looking Ring. Consists of KING TUT Sheik Head, around which is entwined TWO Snakes, one with Ruby effect setting in eye, and the other with Blue colored sparkler in eye.

Wear This Alleged Lucky Symbol Ring

The Egyptians placed the Snake around the heads of their gods, and around the Crowns of kings as a symbol of ROYAL MIGHT and POWER. If you wish to wear this Ring as an ornament, or if you choose it as a symbol of LUCK and LOVE, here is just what you want. However, we make no claims that it will Bring Winnings or help one win in LOVE, and sell only as a symbolic curio piece of Jewelry. Wrap piece of string or strip of paper around finger and mail for ring size. Amaze your friends by wearing this Ring. Order NOW at Bargain Price—Only 50¢.

Order by number

J-131

50¢

WHITE ELEPHANT Alleged LUCKY SYMBOL RING



This Ring may be regarded as a symbol of the Great Elephant Headed god of LUCK, SUCCESS, and HAPPINESS. Many Hindoos worshipped the Elephant Headed God as one of the HOLIEST and most POWERFUL. He was known as the god of the intellect, the god who removed obstacles in the way.

LOOKS GOOD ON YOUR FINGER

We know that many of our customers like to wear Mystic looking Rings for LUCK Purposes, such as, to Win in Games, Draw Money and Love, and Drive Away Evil. Lest there be any misunderstanding we make no claims that this Ring will have any Supernatural Power such as this, and sell only as an elegant creation of the Jeweler's art. Mail piece of string for finger size. Order this WHITE ELEPHANT Alleged LUCKY Symbol Ring. Send now 49¢.

Order by number

J-140

49¢

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

LUCKY MOJO Brand PERFUMED- ROOM SPRAY



PERFUME THE HOUSE

Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times. Folks, especially men, do not like to come to places that smell foul and mean—But they should love to stay in Sweet, Pleasant places.

SWEET SMELLING HOMES ATTRACT FOLKS

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. ATTRACT and HOLD your Company at home—A Sweet smelling House should help do it.

GET RID OF BAD ODORS — EASY TO USE

Wash away any BAD Stuff around the House. EASY to USE. Just pour a few drops in the scrub water and Wash Floors, Corners of Rooms and Closets, Walks, and Steps. Also Spray in Toilets, on Beds, Furniture, Curtains, and Walls. Use when Washing Clothes. Get a Bottle immediately. Note the improvement. Never be without it. Full Directions.

No. A-231
Price Only 50c



Folks Like to Visit Sweet Smelling Homes.

LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS

Drive Out Evil, Bad Smelling Odors

LUCKY MO-JO Brand PERFUMED CRYSTAL SPRINKLING SALTS really do the work of making a Home Sweet smelling and Attractive to visitors. Each little Crystal is truly Mystic looking, shining and sparkling in the bottle. The Perfume is most alluring. You can have this LOVELY—COMPELLING—ATTRACTIVE fragrance right in your own little Home and get all the Pleasure it gives.

Rid Your Home of Bad Messes

Very Easy to Use—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers, etc. The Crystals do the work from now on. Little by little the Wonderful, Glorious, Romantic Fragrance is slowly given off and evaporated into the air of room, Day in and Day out, for several weeks, the Crystals give off this Wonderful Perfume.

Attract and Hold Your Friends

Cleopatra used Perfume to entice her Lovers. Help LOVE, Romance, and Happiness, last for you, by keeping your Home and your Clothes smelling Sweet. Fix up your House with LUCKY MO-JO Brand PERFUMED CRYSTAL SPRINKLING SALTS. Get a Bottle Today. The Price is little compared to the Pleasure it should bring.

Order by No. A-270
Price Only 50c



Sprinkle in Corners of Rooms



Sweet Smelling Fragrance Invites LOVE and ROMANCE



NOTE If you do not have the money handy, just ask us to send your Order C.O.D. When Postman delivers, pay him \$1.49 plus a few cents postage.

D. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.



\$2.49 VALUE — ONLY \$1.49

The Master Key made in Blood Red Ink on Genuine, Imported Parchment Paper has been held in high esteem by many of our customers. It is well known that some superstitious people like to carry on or about their person, Seals on Parchment Paper, Lode-stone, or John the Conqueror Root, for the purpose of bringing LUCK and SUCCESS in Money Matters, Winning Games of Chance, or for the purpose of Attracting Love. We, of course, make no claims that any of the articles gathered together in this Outfit, will perform such miracles. Neither are we responsible for the claims made by the author of the Book of Great Secrets. This MASTER KEY Outfit consists of one Master Key Curio on Parchment Paper, one Lodestone, one High John the Conqueror Root, one Book of Great Secrets, and one Chinese style alleged GOOD LUCK Ring. Total Value, if purchased separately, \$2.49, but our Special Combination Price is only \$1.49. You Save \$1.00. Order Now.

Order by No. A-524
Price Only 1.49

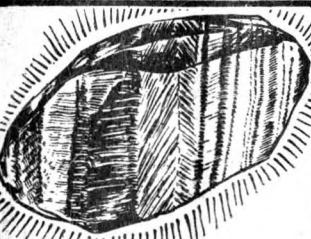
\$1.49

Special LODESTONE BIG OUTFIT

MO-JO
BRAND

**\$5.00
Value
for only
\$2.98**

We Will
Send C.O.D.
Just Pay
Postman
when he
delivers.



AFRICAN TIGER EYE

Some Folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Mascot, for the purpose of warding off EVIL, and Attracting GOOD LUCK in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This AFRICAN TIGER EYE has been a popular seller. We make no claims for it will drive away EVIL, or produce LUCK. Sold only as a Curio.

**Order by No. A-250
Price Only 50c**



WHITE LODESTONE

A LODESTONE has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a Powerful Amulet and GOOD LUCK Charm; probably because the Magnetic Influence of this Stone was supposed to ATTRACT Power, Favors, and Gifts. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their Love secret. We make no claims to this effect, or that the LODESTONE is LUCKY. We have taken the Genuine Lodestone, specially prepared it, and called it WHITE LODESTONE. Two pieces of Specially Prepared WHITE LODESTONE for \$1.00.

**No. A-208B
Price Only \$1.00**



MOON STONE

The author of one book states that the MOON STONE is believed to bring GOOD FORTUNE, and is regarded as a sacred stone in India, and that as a Gift for Lovers, the MOON STONE is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune. Good or Ill, that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.

**Order by No. A-252
Price Only 50c**



BIG SPECIAL COMBINATION OFFER

LODESTONE
MOONSTONE
AFRICAN
TIGER EYE
RING
CHAMOIS
BAG

**\$2.50 VALUE
for ONLY \$1.00**

Here is your Chance to get all these:—Lodestone, African Tiger Eye, Moonstone, packed in Mo-Jo Brand Chamois Skin Bag together with alleged Good Luck Ring. We make no claims that these articles are LUCKY and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.

**No. A-514
All for Only . . . \$1**



LODESTONE IN BOTTLE



Certain self made HOO-DOO DOCTORS recommended the LODESTONE to CONJURE up LUCK, WINNINGS, MONEY, LOVE, or almost anything that was desired by the one who carried this LODESTONE. We make no claim that the LODESTONE will do this, or bring LUCK. However, for those who wish it as a Curio, we have placed a GENUINE, MAGNETIC LODESTONE in a Bottle of this Perfume, which we now give the name of LODESTONE PERFUME because of the LODESTONE in bottle.

No. A-203B . . . \$1.00

Outfit Contains:

1 High John the Conqueror Root	... \$0.50
2 Extra Quality, Genuine Magnetic Lodes- tones . . . \$1.00	
1 Package Devil's Shoe String	... 50
1 Southern John the Conqueror Root	... 50
1 Package Snake Root	... 50
1 Rabbit's Foot, Mounted	.50
1 Lucky Mo-Jo Incense	... 50
1 Lucky Number Dream Book	... 1.00
Total Value \$5.00	
EXTRA Red Flannel Bag	
ALL FOR \$2.98	

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill. U. S. A.

Alleged LUCKY SYMBOL RINGS



On this page you will find a Wonderful collection of Weird, Mystic looking, Curio Rings, not often sold in stores. Order yours Today. Enjoy the delight of wearing one of these Beautiful Curio Rings.



Alleged LUCKY SPIRIT SYMBOL RING



Certain Races of people believed in Good Spirits and Evil Spirits. Ceremonies were held to invoke the Good Spirits and Get Rid of the Evil Spirits. This Ring is decorated with a Spirit like figure that may be taken to represent the Good Spirit and be worn as a Symbol of GOOD LUCK. We make no claims that it will produce LUCK, or Drive away Evil Spirits, but sell only as a fine piece of Curio Jewelry. Ring looks beautiful on any finger. Decorated with Spirit like design, set with Brilliant, imitation Diamond. Wrap piece of string or paper around finger and mail for size.

\$1.00

Order by No. J-147
Price Only

3 WISE MONKEYS Alleged LUCKY SYMBOL RING



Here is a very Unique CURIO RING. The First Monkey with hands on mouth represents "Speak No Evil"—The Second Monkey with hands over eyes represents "See No Evil"—The Third Monkey with hands on ears represents "Hear No Evil." The Garos of Assam performed the ceremony of leading a Monkey with a rope fastened around its neck inside to every house in the Village for the purpose of Frightening and Driving out any EVIL SPIRITS, which may have taken up their residence within. Some of our customers, we believe, like to wear this THREE WISE MONKEY RING as a symbol for LUCK and POWER, but we make no claims that it will bring LUCK and POWER, and sell only as a very nice piece of paper for finger size.

\$1.00

Jewelry. Send piece of string or slip of paper for finger size.
Order by No. J-134
Price Only

Alleged LUCKY DOG SYMBOL RING



Just look at the picture of this Alleged Lucky Dog Curio Ring. Beautiful engraved effect Dog looks almost life-like. You perhaps have heard the expression, "He's a LUCKY DOG, or she's a LUCKY DOG." A Book on Mascots tells us that perhaps in recognition of a DOG's faithful devotion to a man, a DOG of any kind is a mascot—unless he is an evil spirit, which has taken a dog's shape. This book also tells us that BLACK DOGS are true Mascots, and if one follows you home, it means that Good Fortune or Good Luck will follow. The Gypsies also have believed that to dream of a DOG, or see the likeness of a DOG in the fire are both signs that a friend is near. To our customers who wish to wear the symbol finger, sell this ring with the words "LUCKY DOG" inscribed, but make no claims that it is LUCKY. Amaze your Friends by wearing this alleged LUCKY DOG Ring. Mail piece of string showing finger size. Order now.

50c

Order by No. J-193 Price Only

DOUBLE HEADED TIGER alleged LUCKY SYMBOL RING

The Tiger has been known as the God of the Gambler in China, and the Tiger's Tooth was regarded as a Talisman for GOOD LUCK in speculation and in games of chance; while the Claws and Whiskers were worn as Love Charms, and for Success and Good Fortune generally. Buy this Ring and wear it as symbolic of the alleged GOOD LUCK Tiger, the God of the Chinese Gambler. We make no claims that it is LUCKY, or that it will bring LUCK in gambling games, but sell only as a fine piece of Jewelry. Note the fine, Dazzling, White simulated Diamond in the mouth of each Tiger. Each eye set with dazzling Red Ruby effect setting. Amaze your Friends. Flash this Double Headed Tiger Ring. Send strip of paper, or piece of string for finger size.

\$1.00

BIG FOUR Alleged LUCKY SYMBOL RING



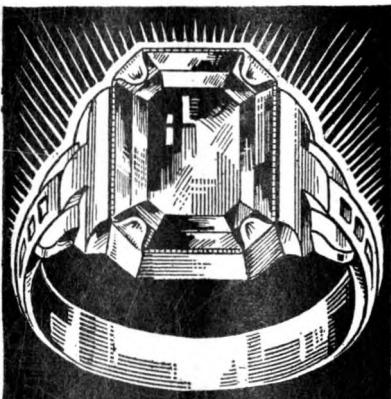
We have called this Ring the BIG "4" alleged LUCKY SYMBOL Ring, because it consists of FOUR of the best known GOOD LUCK Symbols: 1-The Four Leaf Clover; 2-The Wish Bone; 3-The Horse Shoe; 4-The Swastika. It is well known that these Alleged LUCK SYMBOLS were used by many people in many lands for the purpose of bringing GOOD LUCK, SUCCESS, and HAPPINESS to the wearer, and Keep Out Witches and keep away the so-called Evil Powers. We make no claims to this effect and sell only as fine piece of Jewelry. We believe you will be pleased with this striking Ring and be proud to wear it on your finger. Enjoy the delight that this Ring may give you. You at least know you are wearing the Horse shoe, the Swastika, the Wish Bone, and the Four Leaf Clover—symbols that have been known to thousands to be LUCKY.

.50c

No. J-149 Price Only

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

BIRTHSTONE RING



GET RING FOR YOUR BIRTH MONTH

The old tradition that has been handed down from one generation to the next regards certain precious Stones as representing the Birth Month and that the Birth Month Stones are said to possess certain qualities as LUCK BRINGERS to the person who wears them. Many people believe that the wearing of the Birth Month Stone on their finger will drive away Evil Influences and attract Happiness and Success. We, of course, make no claims to this effect, but sell only as Birth Stone Rings, set with a beautiful synthetic reproduction of the genuine stone. Be sure to send a piece of string showing finger size.

ORDER BY NUMBER

- No. 41—January—Garnet
No. 42—February—Amethyst
No. 43—March—Bloodstone
No. 44—April—Diamond
No. 45—May—Emerald
No. 46—June—Pearl

- No. 47—July—Ruby
No. 48—August—Sardonyx
No. 49—September—Sapphire
No. 50—October—Opal
No. 51—November—Topaz
No. 52—December—Turquoise

BIG BARGAIN

Price Only.....

69c

MYSTIC LOOKING MO-JO HEAD RING



Order by
No. J-306
Price Only... **\$2.95**

Genuine
Sterling Silver

Elegant looking MO-JO or Sheik's Head. Very Oriental looking. The Head is adorned with the CRESCENT, a symbol adopted by the Turks long ago as an Omen of Good. Your Friends should gasp with amazement when they see this Ring on your finger. This Ring is a Beauty. If you do not say it is worth every penny that you spent, return it, and we will give your money back. You have to see this Ring to appreciate it. Send piece of string for size.

HELP—PRAY FOR US RING



Order by
No. J-168
Price Only... **69c**

A very Popular Ring that has the words inscribed, "Our Lady of Perpetual Help—Pray for us." These words inscribed right on the ring and Our Lady with Child raised in the center. Many say this Ring has brought them LUCK and SUCCESS. We make no claims to this effect and sell only as a fine piece of jewelry. You should be very pleased. Send piece of string for finger size.

BEST GIRL 7 STONE RING



Order by
No. J-177
Price Only... **35c**

Popular, Fancy Engraved effect Step design 7 sparkling fine cut White Simulated Diamond Brilliants. One set in center of silver finish mounting. Looks real expensive. You should be proud to wear it. Be sure to send piece of string showing finger size. Order yours Now.

LADIES' FANCY DINNER RING

Beautiful open work design set with 3 large, Dazzling Simulated Diamonds. Band also beautifully designed—a bright finish. Looks like a Ring that you see priced for BIG MONEY in stores. Once you have it on your finger you might never want to be without it. Order this ring NOW! Send piece of string showing finger size.



Order by
No. J-176
Price Only... **35c**

SEND ALL ORDERS TO **KING NOVELTY CO.**

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

JOHN the CONQUEROR Brand FLOOR WASH



Enjoy a Happy Home Life. CLEAN AWAY foul, bad odors in the house. Just pour one or two teaspoonsful of JOHN the CONQUEROR Brand FLOOR WASH in a pail of water. Wash Floors, Scrub Woodwork, and clean Doorsteps. Get into corners of rooms, closets, and dark places. This Highly Perfumed JOHN the CONQUEROR Brand FLOOR WASH helps the room smell Sweet and Pleasant. Folks should love to visit you and should want to stay in your house often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. JOHN the CONQUEROR Brand FLOOR WASH really does the work of making a home Sweet smelling. Just sprinkle a little in the corners of rooms, closets, under chairs, and behind doors. You should love the Sweet, Romantic Fragrance.

FREE OF EXTRA CHARGE

Order a bottle of 5oz JOHN the CONQUEROR FLOOR WASH, we'll include FREE of extra charge one piece of HIGH JOHN the CONQUEROR ROOT.

No. A-205
Price Only. 50c

MASTER KEY ON GENUINE PARCHMENT PAPER



Y II 2

The KEY has been used as a Talisman and Charm in India to keep off and scare away the Evil Spirit. Among the Singhalese Tribe, who believe they are constantly surrounded by Evil Spirits, there are some men and women who would not venture out of the House without a bunch of KEYS in their hands, for without such a Talisman they would fear that some DEVIL would take advantage of them. These have been worn for LOVE, WEALTH, and HAPPINESS, and it was a very important Talisman to both the Ancient Greeks and Romans. Many of our customers like to buy our Artist's conception of the MASTER KEY, reproduced on Genuine Parchment in Blood Red Ink. We make no claims that it will bring LUCK, or drive away Evil and sell only as a Curio. This Master Key on Genuine Imported Parchment is one of our Biggest Sellers. If you wish to possess one, send your order NOW.

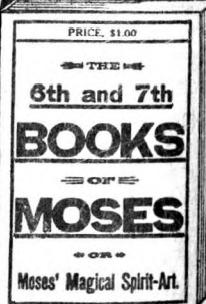
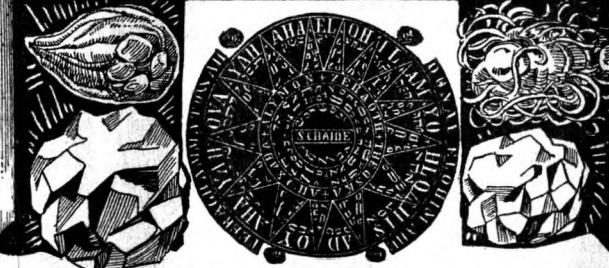
Order by No. A-249

Price Only.

50c

THREE FOR ONLY \$1.00

JOHN THE CONQUEROR BRAND SPECIAL BIG OUTFIT



\$5.25 VALUE for ONLY \$2.66!

JOHN the CONQUEROR Brand PERFUME



JOHN the CONQUEROR
ROOT IN BOTTLE



Certain Hoo-Doo Doctors have recommended the HIGH JOHN the CONQUEROR ROOT to conjure up LUCK in MONEY MATTERS, LOVE, or bring about that which was desired. We make no claims that the JOHN the CONQUEROR ROOT will do this. However, for those who wish it as a Curio we have placed this ROOT in a Bottle of Perfume, which we have given the name of JOHN the CONQUEROR PERFUME because of the ROOT in each bottle. Order a Bottle of this JOHN the CONQUEROR Perfume. Put a few drops on your clothes.

No. A-203C \$1

Price Only

Many claims of SUCCESS are made by certain Voodoos and Conjurers for the JOHN the CONQUEROR ROOT. There are many cases where a person who wished this ROOT paid as high as \$5.00 for a single root. It is well known that certain superstitious people have carried in their possession JOHN the CONQUEROR ROOT, Lodestones, Seals, etc., for the purpose of Attracting GOOD LUCK, whether it be in Money Matters, Games of Chance, Winning Numbers, Love Affairs, or other purposes. We do not make any claims that the contents of the JOHN the CONQUEROR SPECIAL BIG OUTFIT have any LUCK Value, as it has often been believed, and sell this Combination only as a Curio.

TWO BOOKS INCLUDED

The Outfit also contains a Lucky Number Dream Book, and the 6th and 7th Books of Moses. Here are two Books which we believe, you will be glad to possess. Our regular price of these is \$1.00 each, and you can see what a bargain this is to have both of these included with this Outfit. The Lodestones that you receive are of the Highest Grade, possessing Live, Magnetic qualities.

COMPLETE CONTENTS

1 Hi-John the Conqueror Root.....	\$.50
1 Southern Johnnie Conqueror Root.....	.50
1 Sixth & Seventh Books of Moses.....	1.00
1 Lucky Number Dream Book.....	.50
1 Schemhamforas Seal on Genuine Imported Parchment	.50
1 Pair Super-quality Lodestones.....	1.75

TOTAL VALUE \$5.25

**Ordered at One Time—
No. A-501 Special Price. \$2.66**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.

GENUINE FRANK-INCENSE COMPOUND

Or BIBLE Incense



THE BIBLE SAYS,
"BURN INCENSE"

Incense has been used as far back as Biblical Times and has been burned in Ancient Oriental Countries in Divine Worship to the Deity. You can even read in the Bible in Exodus XXX—1: "Thou should make an altar to burn Incense on." Many Ancient people believe that the Burning of Incense has a calming effect and that it Drives away Evil and Brings Happiness and Success in their undertakings. We make no claims to this effect and sell as a specially prepared FRANK - INCENSE COMPOUND which we believe similar to the Incense used in Bible Times.

INCENSE BURNT WITH RECITAL OF PSALMS

Those who believe in the efficacy of Prayer and the Recital of the Psalms when Burning Incense may do this if they wish. However, we make no claims that reciting the Psalms mentioned below or Burning Incense will produce any supernatural effect or be of any value. We sell this Frank- Incense Compound only as a fine Incense that will Burn with a delightful, fragrant odor.

PSALMS FOR THOSE WHO HAVE BEEN UNLUCKY

PSALM 4.—If you have heretofore been unfortunate or unlucky in spite of every effort, you can, if you wish, Burn this GENUINE FRANK-INCENSE COMPOUND while citing in a Prayerful manner PSALM 4 before Sunrise or in the morning with humility and devotion. Let your mind be uplifted in true faith ever trusting in the Love of Almighty God without whose assistance all must Perish. You may, if you wish, also repeat the Psalm which follows: "May it please Thee, O God, to prosper my ways, steps and doings? Grant that my desires may be amply fulfilled and let my wishes be satisfied for the sake of Thy Great, Mighty, and Praiseworthy Name. Amen."

PSALMS AGAINST EVIL SPIRITS

PSALM 10.—If anyone believes they are plagued with an unknown or Evil Spirit they may Burn this GENUINE FRANK-INCENSE COMPOUND and pronounce, while burning, Psalm 10, keeping constantly in mind the Adorable name of God. Many people repeat, if they wish, the prayer which follows: "O Lord, God, please break the power of this Evil, Obsessing Spirit, and Free me from his plagues and oppression. Wilt Thou strengthen me in Soul and Body and Deliver me from Evil Unclean Spirits? Amen."

PSALM FOR SUCCESS

PSALM 26.—Many people who have been followed by Bad Luck or Misfortune and have been Unsuccessful in their Undertakings or have not been able to save Money, may, if they wish, Burn this GENUINE FRANK-INCENSE COMPOUND and cite Psalm 26 early every morning and late every evening. However, it is said they must have undivided faith in the Great and Unlimited Power of God to overcome all things and to help them so that their wishes may be fulfilled and so they may have plenty for themselves and their Loved Ones.

PSALM FOR LOVE AND GOOD WILL OF ALL MEN

PSALM 8.—Many people who desire the Love and Good-Will of all Men and Women in their Business and Social Transactions or any other Matters, may if they wish, Burn some of this GENUINE FRANK-INCENSE COMPOUND while citing in a Prayerful Manner Psalm 8, all the while thinking of the Lord God, who has made Thee to have Domain over the Works of Thy Hands. After citing this Prayer as above, you may wish to cite the following Prayer: "O Lord, may it please Thee to grant that I may obtain Love, and the Good Will of all Men and all Women in the transaction of my Business? I, at all times, promise Thee that I will be Honest and Straightforward in all my dealings according to Thy Holy Will. Amen."

A PRAYER IS ENCLOSED IN EACH BOX

Order by No. A-201K. Price Per Package Only. **50c**

Order by No. A-201L—Extra Large 1 Pound Size, Price Only **\$1.50**

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

Special

BLACK CAT CURIO and LODESTONE POWDERS



It is well known that many people believe in **LUCK**. Some like to carry Lodestones and Roots around their person and believe in their efficacy as a Charm in Drawing Luck in Love, Money Matters, Jobs, Gambling Games of Chance. We have accumulated in this Outfit certain articles which have been believed in to be **Lucky**, but we make no claims that this is so. For people interested, we sell only as a Curio. This Special **BLACK CAT** Curio Outfit, is valued at \$2.00, if you bought each article separately, but if you order all at once, we will send you all for only \$1.00. Order yours NOW.

**\$2.00 VALUE
ALL FOR**

\$1.00

This Outfit consists of:

I Magnetic Lodestone	50¢
I John the Conqueror Root	50¢
I Black Cat Curio Charm	25¢
I Lodestone Powder	25¢
I Van Van Brand Oil	50¢

Total Value \$2.00

Order Now at Our Bargain Price

**No.
A-534
Only \$1.00**

LUCKY CAT Brand PERFUME

Sweet
Lasting
Fra-
grance



This High-Grade **LUCKY CAT** Perfume is made from Concentrated high grade Oils and Essences. It is very Strong, and Concentrated—Much stronger than ordinary Perfume. Many Women believe in the use of certain perfumes to thrill the Man of their heart's desire and that the fragrant, sweet smell of certain Perfumes will hold their loved one in an enchanted spell. If this High-Grade **LUCKY CAT** Perfume should bring **LUCK** in Love, so much the better, but we make no claims to this effect and sell only as a very Concentrated, Strong, Delightfully Sweet, Lasting

Perfume, which gives a lasting, delightful fragrance to your Clothes and other Garments.

No. A-203D Price Only.... \$1.00

BLACK CAT RING



Beautiful
Ring

The Chinese believed Firmly that the **CAT** is an insurance of **GOOD LUCK**, to its owner. Cats were almost always collared and chained and kept in the house, for the Luck may go out with the Cat—The Older the cat, the greater the **LUCK** it was believed. For Folks who are interested in wearing a symbol of the alleged **LUCKY BLACK CAT**, we have this Ring. However, we make no claims that it will bring **LUCK**. Send strip of paper for size.

**No. J-132
Price Only. \$1.45**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send

C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package

Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

LUCKY CAT Brand SACHET POWDER

LUCKY CAT Brand **SACHET** POWDER has been named for the alleged **LUCKY CAT** referred to so often as a symbol of

GOOD LUCK. However, we make no claims that it will bring **LUCK** and sell only as a Highly Perfumed, Sweet Smelling Sachet Powder.

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BLACK CAT INCENSE BURNER

Burn your Incense in this **BLACK CAT INCENSE BURNER**. An old saying goes: "Them that ever mind the world to Win, Must have a **BLACK CAT**, a Howling Dog, and a Crowing Hen." The Cat was revered as a sacred animal by the early Egyptians, for the Cat Headed God Bast was considered the Bringer of **GOOD FORTUNE**. Whether this **INCENSE BURNER** will bring you **GOOD LUCK** is a matter of opinion, but we make no claims to this effect.

**No. A-242
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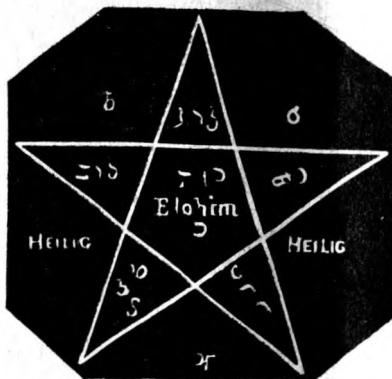
2 Boxes of Aunt Sally's Lucky Dream IN-
CENSE POWDER with each Incense Burner.



SEALS - - - SEALS



**As Contained In
The 6th and 7th
BOOKS of MOSES**



**REPRODUCED ON
GENUINE VIRGIN
PARCHMENT**
In Blood Red Ink

The most important SEALS and their Significance as given in the 6th and 7th Books of Moses, are listed below:

THE SPECIAL SEAL OF TREASURE

Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasures.

THE HIGHEST SEAL OF GOOD FORTUNE

Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE

Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER

Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS

Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE

Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF

Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE

Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL TO ALL TREASURES

Fig. 13—This Seal, the book states, will give the Treasures of the Earth.



**THOUSANDS
CARRY
SEALS
FOR
LUCK**

SEAL OF GOOD LUCK, PLAY and GAMES

Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE

Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

**SEAL OF GOOD FORTUNZ IN CASE
OF QUARRELS**

Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH

Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

THE SEAL OF WEALTH

Fig. 19—The book states that it gives Wealth.

SEAL OF LUCK

Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS

Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION

Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMHAMFORAS

Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried.

We have given above statements that the Author has translated from the old German writings of the 6th and 7th Books of Moses with no representations that these statements are true or accurate and sell only as beautiful reproductions of these SEALS on GENUINE IMPORTED VIRGIN PARCHMENT.

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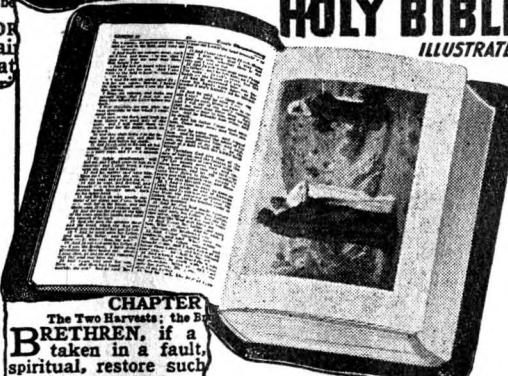
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BACK



FRONT



CROSS



FRONT



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FRONT

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Pretty Silver Finish

Prayer on reverse side: "Behold this Heart which has so Loved Men—Father Forgive them." Tie a string through loop and wear around neck.
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Price.....



"PROTECT ME"
ST. CHRISTOPHER RING
Made of Sterling Silver. Beautiful raised embossed Figure of ST. CHRISTOPHER and Child, with words, "St. Christopher — Protect Me" on the shank. Send strip of paper or string for size.

No. J-137
Price.....

\$1.50



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No. A-245 50c

LUMINOUS CRUCIFIX

SHINES IN DARK WITH BRILLIANT RADIANCE



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Black Ebony finished hardwood CROSS with Luminous Corpus and raised letters INRI above figure. 14 inches Tall by 7½ inches Wide. Hook on back for hanging on bedroom wall. The Figure of CHRIST will Glow and Shine in the Darkest room. Religious Folks should really be pleased to possess this LUMINOUS CRUCIFIX.

A-244 Price.. \$1.95



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Black Leatherette Case with the words "MY COMPANION," embossed in Gold Letters. Black Bead Rosary with Crucifix and two Silver color Medals. One inscribed "St. Christopher — Be My Guide," and the other with "The Sacred Heart of Jesus." Can be carried in Pocket or Purse.
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Price.....

50c

J-303B
25c

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NECKLACE CRUCIFIX

Figure of JESUS with inscription "INRI" on CROSS. The CRUCIFIX hangs on an elegant Link Necklace. There are Folks we believe that never leave the home without wearing in some form or other the CRUCIFIX of CHRIST.

J-304N 25c
Price....



CROSS STICK PIN

Men and Boys, wear this Beautiful Silver color CROSS, set with 10 White Rhinestones, and one Ruby effect setting in center. To be worn on your Neck Tie. Order Yours Now.

J-305S
Price... 25c

BEAUTIFUL YELLOW GOLD COLOR METAL

Figure of JESUS with inscription "INRI" on CROSS. The CRUCIFIX hangs on an elegant Link Necklace. There are Folks we believe that never leave the home without wearing in some form or other the CRUCIFIX of CHRIST.

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PRETTY RELIGIOUS SET—Consists of Beautiful Pair of Cross and Hoop Earrings, regular price \$1.00; High-Grade Crucifix Necklace, regular price 25c. If bought separately amounts to \$1.75, but you get ALL for Only 95c. Religious Folks—Here is your opportunity to wear Religious Earrings, Necklace, and Ring at one Time.

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Lord's Prayer Ring
Sterling Silver. Beautiful embossed shank. Plaque inscribed with Lord's Prayer: "Our Father, which art in Heaven, Hallowed be Thy Name... And Lead us not into Temptation, but deliver us from Evil, for Thine is The Kingdom, and the Power, and the Glory Forever. Amen." This Genuine Silver LORD'S PRAYER Ring is one of our Best Sellers. Send piece of string for size.

No. J-302
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\$1.00



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FORTUNE TELLING BY CARDS



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Large 1/2 lb. Can

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Because of the belief that **PERFUMED INCENSE** would ward off **EVIL SPIRITS**, the Tibetans have placed some Incense in the Amulet Boxes they commonly wear, and in which they have great faith for **PROTECTING** them from bodily harm. It is well known that fragrant **PERFUMED INCENSE** has been used in many forms of worship. Because some believe that the burning of **Perfumed Incense** is **LUCKY** we have given this Incense Candle the name of Alleged **LUCKY BURNING PERFUME**, as a Trade Name only, but we make no claims that it will bring **LUCK** or **Drive Away Evil**. We sell for its Delightful Fragrance.



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A Wonderful Bargain**

All Six Pictures for Only.....45c

CRUCIFIX RING



Now you can wear this very Beautiful CRUCIFIX RING, with embossed figure of Jesus on Cross. There are Folks, we believe, that never leave the home without wearing in some form the Crucifix of Christ. Send piece of String for size.

**Order No. J-192
Price Only.....\$1.00**

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Raised figure of St. Theresa holding Crucifix. Heavy Bright Yellow Gold Finish.

**Order No. J-190E
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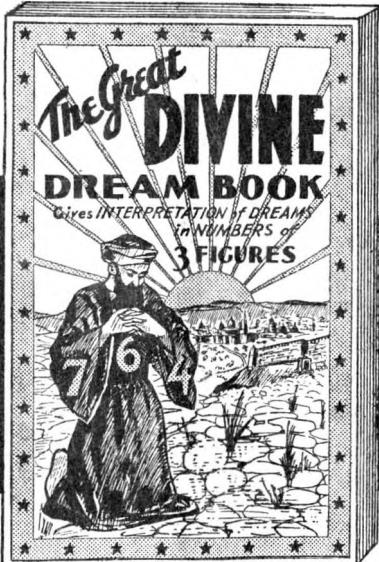
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5 IN 1
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Given Zodiacal Reading

What Month were you born in?

Whatever your Birth Month may be, we now have Incense, which is supposed to represent the Fragrance of your own Birth Month Flower. Did you know that Priests burned Incense even before the Birth of Christ. Read in the Bible about the burning of Incense—Exodus XXX. People like to burn Incense, for its delightful Fragrance and Sweet Perfume. Even though many of our customers might believe that the burning of Incense will Bring LUCK and DRIVE AWAY EVIL, we make no claims to this effect, and sell only as a very High Grade Incense. Order a package Today. We also include a ZODIACAL READING, for the sign of your Birth Month. Be sure to give your Birth Date when ordering.

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Highly
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HINDU GOD INCENSE

HIGHLY PERFUMED



Hindoos, Chinese, Orientals, People in Ancient Biblical Times have burned Incense to their Gods as a Sacrifice. Among the reasons advanced as to the origin of the use of Incense are the following: First, the pleasant Odor of which man was conscious, was pleasing to the deity; Second, it was used to get rid of offensive smells; Third, it was a medium for Prayer, and as the Smoke arose, it carried with it the petition to the Gods to whom the fragrant odor gave pleasure. It has been said that among primitive Races there was an idea that the GOOD SPIRITS loved the pleasing odor, while the EVIL SPIRITS hated it. It was also probably supposed that the offering of Incense would cause the Gods to award them with Riches, Success, Happiness, Love, and Prosperity. Even to this day, among certain peoples, there is still a belief that the burning of Incense will bring LUCK and Winnings. However, we make no claims to this effect for HINDU GOD INCENSE. We sell only as a very High Grade Incense, which we believe, is prepared similar to the Incense of the Orient. Order a Box of HINDU GOD INCENSE right away. As soon as you get it, light a piece and enjoy the soothng, delightful, sweet fragrance.



**Order by No. A-201E
Extra Large Size Box. Price Only .50c**

CLEO MAY LIQUID INCENSE



Something New—Just Think—At last you can really have LIQUID INCENSE in your Home. It creates a Pleasant, Fragrant Atmosphere. Fills your home with Perfumed Fragrance. HUNDREDS OF USES—Perfumes the Room. Use on Electric Light Bulb, Radio Tube, Radiator. Put a few drops in water and heat over stove. Fills the air with a Delightful, Sweet Odor. Add a few drops when washing clothes. Keeps them Sweet. Sprinkle in corners of room, closets, bathroom, kitchen, dresser drawers—Sweetens the air and helps get rid of stale smoke odors, cooking smells. Surround yourself and home with this Sweet Fragrance. Order Now. Each bottle has a special style dropper.

**Order by No. A-201F
Price Only **35c****



Alleged LUCKY AFRICAN LION SYMBOL RING

From some writings on clay tablets, we learn that the Ancient Sumerians were in perpetual fear of attacks of EVIL SPIRITS, and to protect themselves from these they employed Charms and Spells, and in order to destroy the operations of the EVIL EYE, they wore Amulets in the forms of Animals. One of these was the LION, symbolic of STRENGTH. This alleged LUCKY AFRICAN LION HEADED RING, could be worn as such a symbol, but we make no such claims that it will produce LUCK or DRIVE AWAY EVIL. A Beautiful LION'S HEAD design on ring with fiery red Dazzling Ruby effect setting held in mouth. Mail piece of string for size.



**Order by No. J-128
Price Only **\$1.00****

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LUCKY MO-JO GOOD LUCK PERFUME



HE LOVES HER

Thrilling, enchanting, captivating Oriental fragrance wins many friends for users of this remarkable perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Many customers write us that they have been very pleased and satisfied. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears. We believe you will be thrilled with its sweet fragrance.



Order by No. A-203 50c
Price Only

Dreamy
Fragrance



Sweet Perfume Attracts His Attention

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Many claim that they have been Lucky in Love through the use of certain perfumes. However, we make no claims to this effect or that this perfume is LUCKY but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

GOOD LUCK SACHET LOVELY POWDER



USED BY MANY TO
WIN IN LOVE

Keeps
You
Sweet



Attract Attention by Smelling Sweet

Rub Sachet Love-ly Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.

Order by No. A-204
Price Only

50c



HOW TO USE

Place a little in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them Good Luck we do not make these claims but sell only as a delightful, fragrant Sachet Powder.

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2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

LUCKY MO-JO HIGH GRADE INCENSE



Order by No. A-201
Price Only.....

50c

Oriental Type Fragrance
Smells Real Sweet
Lasts Long Time

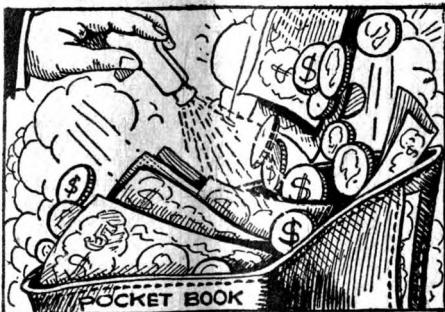
Perfume Your Home

Burn Lucky Mo-Jo Incense three times a week according to directions on each box. The sweeteness will linger for days. Your friends will love to visit you and remark at the delightful perfumed fragrance that fills your home. Lucky Mo-Jo Incense is economical to buy because you can use less and the fragrance lasts for so long a time after it is burned. There is also a NUMBER that many call LUCKY packed in each package. However, we make no claims that it is LUCKY or of any value.

Many Burn Incense for Luck

The burning of Incense for Luck was a secret belief known to Ancients, Orientals and people of many different faiths and religions. For thousands of years Chinese, Turks, Orientals and people of the Far East burned incense for Mystic Ceremonies and Invocations. They believed that it drove away enemies and attracted Good Fortune. We make no representations or claims like this except that it is a high grade incense made from a special Oriental Formula that possesses a delightful fragrance. We believe you will receive unusual satisfaction when you burn Lucky Mo-Jo Incense and smell its sweet perfume that diffuses the atmosphere.

LUCKY MO-JO 7-11 HOLY TYPE OIL



Sometimes Used This Way

HOW TO USE IT

Put a few drops on your hands, arms, and body. Rub until it becomes dry. Sprinkle a few drops in your dresser drawer or in clothes closet or around your home. Many people like to sprinkle it on their money. Try a bottle. We believe you will be pleased and receive great satisfaction.

Order by No. A-202
Price Only.....

50c

ANCIENT HOLY CUSTOM

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the HOLY Oil and Perfume. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of HOLY ointment, an ointment compound after the art of the apothecary: it shall be an HOLY Anointing Oil." This Oil served to anoint the Tabernacle, the Ark of Testimony, the Altar of Burnt Offerings, the Altar of Incense, the Candlesticks, and all the Sacred Vessels. The Ceremony was confined to the High Priest, and was performed by pouring Oil on the head in sufficient quantity to run down on the beard and the skirts of the garments.

This HOLY Type Anointing OIL is an attempt on our part to produce a product that reproduces to the best of our knowledge the odor of the HOLY Anointing OIL mentioned in the Bible. We believe that we have improved on the vehicle that carries the essences so that it will be more pleasant and easier to use. It is believed by some superstitious folks that rubbing or sprinkling OIL on their clothes would bring Luck in various undertakings. However, we make no claims that this article is Holy or Lucky and have given it the name of HOLY Type OIL as a trade name. If you try our LUCKY Mo-Jo 7-11 Brand HOLY Type OIL, we hope you will be real pleased.



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2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.



LITTLE JOHN to CHEW

SOUTHERN JOHN THE CONQUEROR ROOT

GENUINE MAGNETIC LODESTONE

BIG CURIO OUTFIT all for \$1.00

Many people like to carry Lodestones and Roots and in the superstition that such articles will drive away Old Man Trouble, will drive away the Devil, and draw Luck in Love and bring about Peace and Happiness. Conjure Doctors in the South have given people such so-called Charms as Roots and Lodestones to carry around and have said that this will do almost anything such as Driving away Enemies and have called these tricks in Out Hoo-Dooing a person that was Hoo-dooed and bring about almost anything desired. We make no such claims to this effect for any of the articles described but we sell only as a Curio. This Outfit consists of One Little John to Chew ROOT, price 50c, One Salep ROOT sometimes called Hand

Root because of its resemblance to a Human Hand, price 50c, One Genuine Magnetic Lodestone, price 50c, One Southern John the Conqueror ROOT, price 50c. If these were bought separately we would have to sell for \$2.00 but you need only pay \$1.00 if you will order all at one time.

SEND NO MONEY—PAY ON DELIVERY. Send no money—just Order Curio Outfit No. A-535 and pay Postman \$1.00 plus few cents postage when he delivers your package. HURRY and send COUPON right away.

No. A-535—Price Only.....\$1.00



LOOK AT ALL YOU GET FOR ONLY A \$1.00 bill

LOOK at the picture and see all you can get for only a \$1.00 Bill. Steel Dust, price 50c, Lodestone, price 50c, Alleged CHINESE Style Good Luck Ring (fits any finger), price 49c. Alleged "Never Go Broke" Curio Pocket Piece, price 50c, Lucky MO-JO Incense, price 50c. Total Value \$2.49. But our price is only \$1.00. Be sure to get this Outfit because it contains the "Never Go Broke" Curio. You can carry this in your pocket or put a string through it and wear around your neck. There is an inscription on this article saying "Never Go Broke, I Bring Good Luck." We make no claims to this effect or that any of these articles are Lucky and sell only because they are interesting as Curios.

SEND NO MONEY to get all this \$2.49 value for only \$1.00. Order Offer No. A-537. We'll send C.O.D. Pay Postman \$1.00 plus few cents postage when this Never Go Broke Curio and other articles arrive. All comes packed in Beautiful Box. Order yours now so that you will have this BIG BARGAIN real quick.

No. A-537—Price.....\$1.00



HOO-DOO Men and CONJURE Doctors have been in the practice of making Charms, HOO-DOO bags, etc., for the purpose of ATTRACTING Good Luck and driving away EVIL influences. Almost anything that came to the imagination of the Conjure Man that may symbolize Peace, Happiness or Strife, were used in the fabrication of these Charms. We have prepared a Curio's Red Flannel Aligned HOO-DOO BAG containing Five Finger Grass, Lodestone, Myrrh, John the Conqueror Root, and in addition we give you at no extra charge, Aunt Sally's Incense and the Rabbit's Foot. We make no claims that these articles are Lucky or that they will drive away Evil but sell only as a Curio. Neither are we responsible for claims made by author of Aunt Sally's Dream Book. The Total Value if goods were purchased separately would be \$3.99; you can get All for Only \$1.49. Send no money. Mail your Order, pay Postman \$1.49 plus a few cents postage.

No. A-533—Price.....\$1.49

BIG BARGAIN Now is your chance to get one Lucky HIT Dream Book, regular price \$1.00, one Lucky Number Policy Player's Dream Book, regular price \$1.00, one 6th and 7th Book of Moses, regular price \$1.00, one MO-JO BRAND LODESTONE, regular price 50c, one High John the Conqueror Root, regular price 50c, one Crystal Ball, regular price \$1.00. We hope you will have great joy and amusement reading these Dream Books and possessing these interesting Curios. We assume no Responsibility for claims made by authors of these books and we make no claims that any of these articles will bring Luck. The regular price of this Outfit is \$5.00. With this COUPON, however, you can get this complete Big Dream Book Outfit for only \$2.00. Take advantage of this generous offer, it may not last long. **ORDER NOW** and save \$3.00. Hurry! Do it now before you forget. **Send No Money.** We'll send C.O.D. Just pay postman \$2.00 plus few cents postage when he delivers your package.

No. A-543—Only.....\$2.00

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**2244 COTTAGE GROVE AVE.
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7 STEPS TO HAPPINESS TRUE WEDDING RING



Elegant Wedding Ring. Platenoid Finish. Step Design Mounting set with 7 Matched Diamond Cut Flashing Gems, aglow with Brilliance and Sparkle. Should make any girl or woman Happy, Contented and Proud. **LADIES:** Buy this and feel sure you are wearing the Latest Style. **GENTLEMEN:** Buy for your wife or girl you intend to marry. Looks like Big Value. Mail piece of string or paper for size.

**Order by No. J-180
Price Only.....**

\$1.00

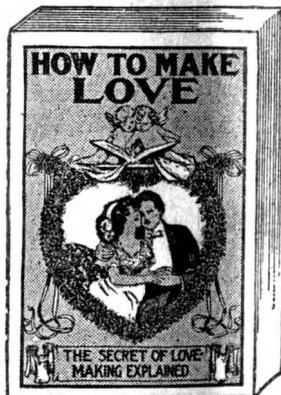
LOVER'S KNOT ENGAGEMENT RING



Sweethearts, look! Lover's Knot set with large synthetic Sparkling Diamond in center. Four carefully selected Brilliant set in Half Moon surrounding the center extra large dazzling, sparkling brilliant. Wonderful reproduction of a \$200.00 or \$300.00 Genuine Diamond Ring. **Men and Boys—Buy one for your Sweetheart.** She should love you more than ever when she gets this—**Win your Girl and Hold her.** Ladies and Girls—Do not miss out on this ring. **Guaranteed 20 years.** Send piece of string for size.

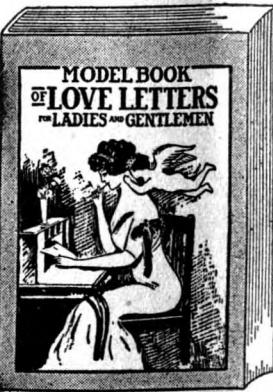
**Order by No. J-181
Price Only.....**

\$1.00



**How to Make
LOVE**
The Mystery of Love Making Explained
The Great Secret of Wooing and Winning—Tells How to begin Courting; To get Over Bashfulness; To Win a Girl's or Man's Consent; To do things Before and After Engagement; and hundreds of things of importance to Lovers. Young and old should enjoy it. Many of the people who have read this book say they never knew about Love Making until they bought this book.

**No. B-620
Only.... 50c**



**How to Write
LOVE
LETTERS**

Are you in Love? Do you want to write a Love Letter and do not know how to begin? Save yourself embarrassment by buying this Book. Learn the Secrets of Love Letter Writing. Also tells how to write in Code and keep your letters from prying eyes. Order quick.

**No. B-621
Only.... 35c**

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Most everyone wants Love. Are you missing a Happy Life? Can you hold the Love of your husband, wife, or friend? Can you captivate, fascinate, Win and Hold the one you Love? These two books tell you how to act. What to say—what to do. How to Win a girl's or man's consent. How to improve your beauty. A Bottle of Alluring Good Luck Perfume also included. We assume no responsibility for claims made by the authors of books but simply give his version. Order by name, "Lover's Secrets Outfit."

**No. A-253
Price Only.... 98c**

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At last you can write your Sweetheart a Letter describing your LOVE in Glowing Terms. After a few weeks, writing completely disappears. Prying eyes can not read your Love Epistle. LOVE LETTERS written with this LOVERS' INK will always remain a Secret.

**No. A-253
Only.... 25c**



Many Call It LUCKY '11' DICE RING

Men and Boys: Here is something New and Novel. Something different from the ordinary Rings you have seen. The kind of Ring Gamblers and Sporting Folks like to wear. Consists of Dice Ornament, handsomely set with 11 Glittering, Sparkling, Imitation

Diamonds. Have the figure "!!" shining from the top of your hand. Attract the admiration of all your Friends when you wear this Ring. One of our BIG SELLING Rings. You should get great pleasure and joy wearing one. Be sure to order this DICE RING for yourself. Wrap strip of paper or piece of string around finger and send for size. Order yours Today.

**Order NOW by No. J-138
Price Only**

50c

Alleged Elephant "LUCK" CHARM

THE LUCKY ELEPHANT
That Brings You
LUCK



**Order by No. A-222
Price Only**

15c

PATRICK COUNTY VIRGINIA ALLEGED LUCKY STONES



Have been worn by some people who believe that this Stone will PROTECT the wearer against Witchcraft, Sickness, Disaster and to bring Good Luck. Some people have said that it Uncrosses Bad Luck and that when they feel they have been Crossed by the Jinx they wear it to get Uncrossed. We make no claims to this effect but sell only as Patrick County Virginia Cross Stones.

**No. A-268
Price Only**

50c

Alleged BUDDHA LUCK RING



Mystic looking BUDDHA Ring. Because the Ancient Buddha of the Orient has been worshipped as a Powerful god, a ring of this type has become a very Popular seller with us. Have the Mystic looking figure of Buddha adorn your finger. Set with one Dazzling Red and two Flashing Green Brilliants. Get pleasure and satisfaction from this very Elegant, Curio Ring. Send strip of paper or piece of string for size.

**No. J-141
Price Only**

49c

Alleged LUCKY NUMBER CRYSTAL BALL

Make a Wish—Roll Crystal Ball and learn about things you would like to know according to the Number that comes out. The Chart is supposed to answer questions regarding Love Affairs, Enemies, Friends, and Money. Some people roll it to get what is supposed to be a Lucky Number. We sell only as a novelty for amusement purposes and make no representation that it is Lucky or will reveal the future. Complete instructions furnished.



**Order by No. A-224
Price Only**

\$1.00

MAGIC CARDS

Can Be Read from the Back

While these Cards look the same as any ordinary pack of Playing Cards the backs are marked by a secret system. In this way they may be used for various magical stunts. Just think of the fun you can have when you use these cards that can be read from the back. Sold only for amusement purposes. Complete instructions furnished.



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Read about Kid Canfield's Expose, Sure Chance, The Soap Game, Tricks Exposed, Second Dealing, Bottom Dealing, Stacking Cards, Set-up of Hand, the Use of Mirrors in Gambling, and almost 100 more pages dealing with Modern Magic. We assume no responsibility for claims made by the author but simply give his version. Read this book. The knowledge it gives may save you from falling into the clutches of unscrupulous Gamblers.

**No. B-617
Price**

30c



PRICE 25 CENTS

Alleged LUCKY PENNY

Free Gift on \$2.00
Order

There is an inscription on this article saying "Keep Me and Never Go Broke." Can be worn on string to wear around neck. We do not sell it for money but give it without charge on the purchase of \$2.00 worth of articles from this Catalog. We want all our customers to have one so please rush your order in. Be sure to ask for it FREE by No. T-904.



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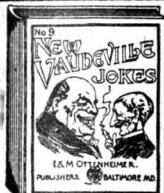
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Contains the latest and best jokes, monologues, gags, and funny stories. Get great laughs and amusement.

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Contains the latest, most popular good time jokes and funny stories. Get tremendous fun and a amusement reading these jokes.

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Hot stuff and how! Just the kind you want—something to make you laugh and chuckle. Get Big Fun and amusement.

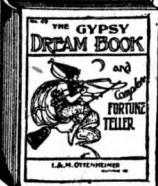
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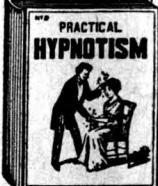
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Extra Hollow Ground, Tempered Steel Blade,
GUARANTEED to Last for Years. Good
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Straight Keen Edge Razor — excellent
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FREE Genuine Leather Stropper to
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Just take 4 to 8 short strokes to
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You also get FREE a good
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Stropper and Shaving Soap — All for
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THE CLIPPER—Extra Strong. Easily adjusted side spring tension. Cuts close and clean. Just like the Barber uses.

THE SCISSORS—Sharp, tempered Steel Blades. Specially shaped for Hair cutting. 7½ inches long.

THE COMB—Hard, flexible, rubber, tapered Barbering Comb. Both fine and coarse teeth.

SAVE MONEY — Cut and Trim your own Hair right at home.
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Use a good Shaving Brush like this to lather Soap all over your Face before Shaving. High Quality, Soft Bristles, set firmly in Rubber. Ivory Finish handle. Order at our Special Bargain price.
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Make Shaving a Pleasure. Rich, Creamy Lather in One Minute. Softens Beard and Helps Razor glide easily.

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Shave in comfort. Say "Good-bye" to cuts on Face. Use this Safety Razor. Quick, Easy and Safe. Lasts often for a life time. Also Five Blades FREE. A Real Bargain — Order your Razor and 5 Extra Blades Right Now.
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JUST
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OUT OF
TUBE
AND SHAVE
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"The KING Of Them All"

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**EXTRA
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**10 1/2 inches
Long**

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No. D-105

With Classy Handles Made by Experts

Special
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"HARLEM QUEEN"

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Very popular. Made of HEAVY high-grade Brass with STRAIGHT Teeth. Strong, brightly polished handle that stays cool while teeth stay hot. Makes HAIR Dressing at home so easy. You can save Big Money cutting down on beauty parlor bills. Beautify your HAIR with this Hair Straightening Comb.

**Straight
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Easy to use this fast working HAIR Straightening Comb. Just heat comb over Lamp or Stove, apply Pressing Oil and pass comb through your HAIR. You'll be amazed the way the kinky, wiry and tough HAIR becomes STRAIGHT Looking and Beautiful. Order Yours Today!

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LUCKY LULU

Hair Straightening Pincers

If your HAIR is Stubborn or Tough and just won't stay put, you can FIX up these Troubles with these HAIR Straightening Pincers.



HEAT

it just like a Straightening Comb and PRESS those crimp'y strands between the Pincers. Works fast and sure. Made of highly polished metal with black enameled handles. Will last for years. Order one Today!

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Only \$1.50**

SWEET GEORGIA BROWN PRESSING OIL

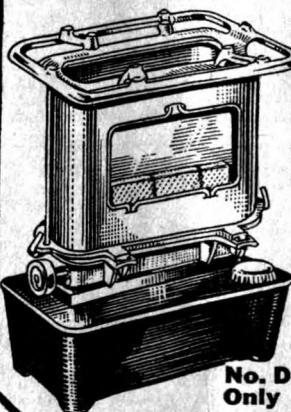
Will Not Burn Ends of Hair

For Beautiful Smooth STRAIGHT Looking HAIR that everyone desires and admires, just apply Sweet Georgia Brown Pressing Oil and gently stroke the HAIR with a Hot Comb. Works quickly and safely without danger of burning ends of HAIR. Smells good on HAIR. Order a Can Today and say "Good-Bye" to HAIR Dressing troubles.

**No. M-710
Only 35c**



HANDY ANDY Straightening Comb HEATING Stove



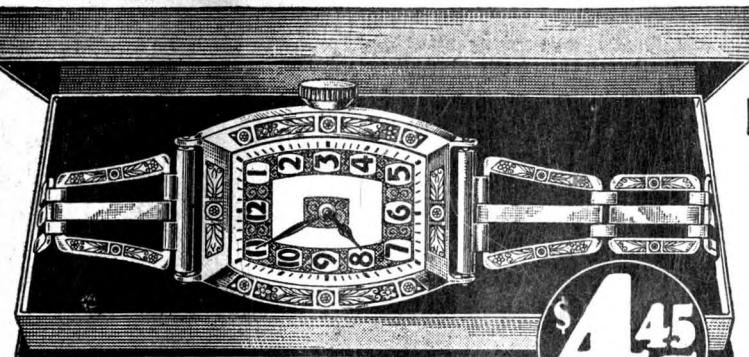
HEATS COMBS JUST RIGHT. To get the best results with your STRAIGHTENING COMB you should heat it on a "HANDY ANDY" Straightening Comb Heating Stove. Well constructed, strong and solid. Absolutely safe and easy to use. Carry it wherever you go. Ready for use anytime. Burns kerosene—a few cents worth will last a long time. Keeps Combs at right heat while dressing the HAIR. Just the thing for home and beauty parlor. Buy one NOW and HEAT your STRAIGHTENING COMB the New Way. Order Yours Today!

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NEW SPORT MODEL WRIST WATCH

**FOR
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**Very
Latest
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**Fancy
Handsome
Link
Wrist
Band**
**Factory
Guaranteed**

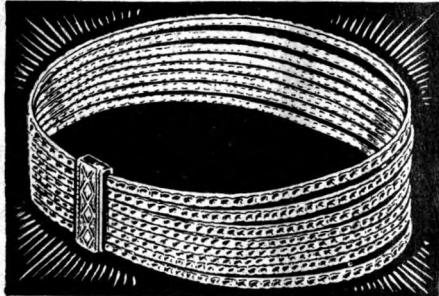
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8 STRAND VAMP BRACELET



Just think 8 Strands in one—Eight beautiful finely engraved effect. Bright Polished Rolled Gold Finish Bracelets all linked together with a fancy Clasp. Glitters on the arm with Dazzling Brightness. Something NEW! High Class!

Order by No. J-186B

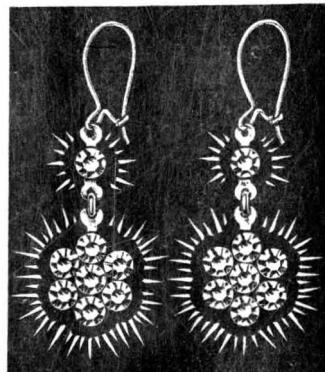
Price Only.....

69c

FLASHING DIAMOND CUT CLUSTER EARRINGS

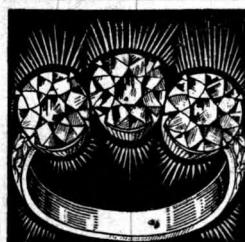
EARRINGS

Just look at the picture and see the Sparkling Beauty. Each beautiful Pendant set with Cluster of 6 Sparkling Fine Diamond Cut Gems with Rich Synthetic Ruby in center. Also synthetic Diamond near ear lobe. Bright Gold Finish setting. Very Rich Looking. For pierced ears. Beautifies the appearance. Order now!



No. J-187E

**Price \$1.00
Only.**



3 STONE Hotcha Girl Ring

3 extra large Flashy Brilliant White Simulated Diamond set in Tiffany Mounting. Just like the Rich Folks wear. Now you can have one at our very low price. Send piece of string for size.

Order by

No. J-188

Price Only . . .

\$1.00

Gent's Flashy Ring

Men get this Rich looking Dazzler, beautifully engraved heavy rich mounting, set with large Brilliant Flery White Simulated Diamond. Makes a Big Flash. Mail piece of string for size.

No. J-194

Price Only . . .



**Alleged
LUCKY CAT**

FREE!

READ EVERY WORD HOW TO GET IT FREE!



This is your chance to get one of these Alleged Good Luck Cat Charms. Sparkling Brilliant Diamond Cut Gems set in Eyes and fitted with ring for fastening to ribbon or chain to wear around neck. Some people like to wear and believe this Alleged Lucky Cat will Bring Good Luck and Drive Away Bad Luck. However, we make no claims to this effect but give to you FREE. Read next column to find out how to get one without paying one single cent.

Just send names of three friends whom you think would like to get one of our Catalogs. Send full names and complete addresses with \$1.00 Order. We will send you the FREE GIFT and send catalogs to your friends. They will thank you and you will benefit by getting this Alleged Lucky Cat FREE. Do not send names of children.

**GIVEN FREE ON \$1.00 ORDER WITH
3 NAMES. Ask for it by Gift No. T904.**

Agents Wanted—Write King Novelty Co.

**2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.**

RAILROAD WATCH and CHAIN with RABBIT FOOT

FRONT VIEW



BACK VIEW

A PRIDE AND JOY TO WEAR

Here's a Railroad Watch, Chain and Rabbit's Foot Charm Outfit that should gladden the hearts of all who own one. The Watch keeps such Good Time we have honored it with the name of RAILROAD WATCH because "Railroad Time" means CORRECT TIME always. Heavy nickel Finish highly polished metal case with TRAIN designed on back. Front dial shows time down to the very second with picture of Locomotive Engine in motion. Protected by Non-Breakable Crystal. A real prize beauty. Wear it with fancy link, Silver Finish Watch Chain that adds class and flash to your appearance.



FREE RABBIT'S FOOT WATCH CHARM

Also you get a Rabbit Foot Charm to wear on the other end of the chain. Order yours Today!

NOTE

Either send Money with your order or ask for Watch to come C. O. D. and pay Postman \$2.98 on delivery.



GENUINE Tiger Eye Ring

This Genuine Tiger Eye Ring consists of a Big, Beautiful, Tiger Eye Stone in genuine Sterling Silver mounting. Very Attractively designed and Rich looking. The Stone is truly a Beauty, and when you hold it a certain way, it looks almost Alive. If you have always longed for a High-Grade Ring like this, why not treat yourself to one. Buy this Ring NOW and Enjoy wearing it. Send piece of string for finger size.

No. J-252
Price **\$5.00**

Alleged LUCKY DICE ASH TRAY



Big
Seller

Order by No. A-283
Price Only..... **50c**

Very New and Novel

LARGE WHITE DICE for holding Tobacco Ashes. Just the thing to use when playing Card Games or have handy around the house for ashes. Very attractive and Beautiful. Sure to WIN high praise from your friends. Order one Today and surprise the folks when they drop in.

No. J-253W
Price Only..... **\$2.89**

ALLEGED LUCKY BLACKCAT CLOCK

Tail Wags
Eyes
Wiggle



Alleged LUCKY BLACK CAT CLOCK

Now you can have this Alleged LUCKY BLACK CAT Clock adorn the wall of your favorite room. Keeps very good time. The Tail pendulum wags from side to side and Eyes Wiggle in a most Mysterious manner. Heavily embossed metal with bright numerals and hands. Bright Red Ribbon effect around neck of Black CAT. As you know, it is believed by many that the BLACK CAT brings GOOD LUCK. We make no claims to this effect, but sell as a Novel Curio Clock. Send for yours Today!

SOUVENIR PIN and Alleged GOOD LUCK GUARD

Beautiful Souvenir Pin, showing the Happy Bluebird joined together to an alleged LUCKY HORSESHOE PIN GUARD, bearing the words "GOOD LUCK" inscribed inside Horseshoe. It is well known that the alleged LUCKY HORSESHOE has been regarded as a symbol of GOOD LUCK and many like to wear it for this purpose. We make no such claims but offer as a Pretty Ornament. Order Yours.

No. J-254P
Price Only **50c**



CARRY This

10 Commandments Charm
The wisest words ever written are said to be the 10 Commandments. Follow them and you will not only lead a Righteous life but the Golden Gates of Heaven should open wide for you. Now you can carry them with you as a constant reminder in a tiny ivory appearing telescope which is worn as a watch charm. When you look through the glass in the telescope, you can see the TEN COMMANDMENTS clearly appear before you.

No. A-284
Price Only **25c**

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

SEND ALL
ORDERS TO
KING NOVELTY CO.

LATEST STYLE EARRINGS

Order yours
today.

Extra
Large
Hoops

Rolled
Gold
Plate



Lucky Brown Hoop Earrings

Guaranteed Rolled Gold Plate Hoop Earrings. Should wear for years and years. Extra good Quality. For Pierced Ears. Surprise your Sweetheart, Husband, and Friends—Order a pair of Lucky Brown Hoop Earrings NOW.

No. J-271E—Bargain Price.....\$1.00

VERY
HIGH
QUALITY

ROLLED
GOLD
PLATE

Pretty Lady Hoop Earrings

Rich, Bright, Gold finish Hoop Earrings. Same size as picture. For Pierced Ears. Every woman and girl wants to look pretty. Order a pair—you should love them. No. J-272E—Bargain Price...Only, 50c

Attractive
Looking



Big Bargain Hoop Earrings

Just Think! Beautiful rolled Gold Plate Hoop Earrings, for only 35c a pair. Same size as picture. For Pierced Ears. Hurry! Hurry! Get a pair while they last. Rush your Order Today.

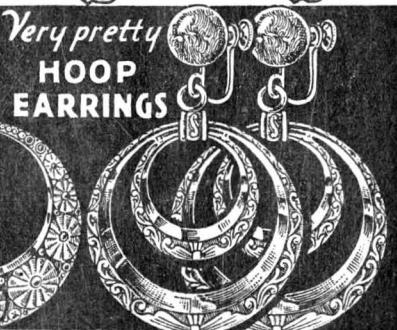
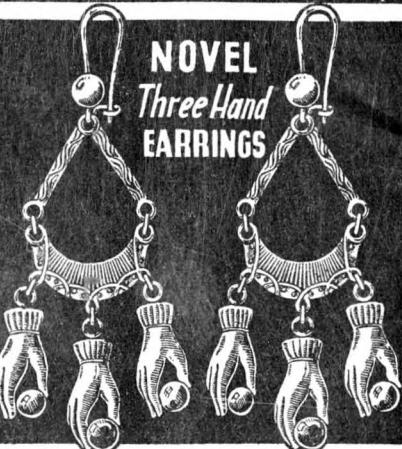
No. J-273E—Bargain Price.....35c

LOOK! 3 Big alleged Helping Hand Pendants on each Earring. A certain hand with Thumb was regarded amongst the Moslems as a Powerful Charm and Sacred Symbol, representing Generosity, Hospitality, Power, and Divine Providence. Some say it is LUCKY to wear a HAND, but we make no claims to this effect and sell only as a Beautiful Earring. Extra Long. Wear these Flashy Big alleged 3 Helping Hand Earrings. Attract attention as they dangle from your ears. Don't wait. Be first to wear these. Order yours Now.

No. J-274E

Price.....\$1.50

NOVEL Three Hand EARRINGS



Fancy Girl Hoop Earrings
Bright Gold Finish. Richly designed Rose pattern. Even prettier than the picture. For Pierced Ears. Order a pair. No. J-275E—Price.....35c

"Hold Your Man" Hoop Earrings

"Out of this World" in Beauty. Rich looking Double Hoops. For Pierced or Unpierced Ears. No. J-276E—Price.....35c

New
SPARKLING,
STYLISH



"Follow Me Boy" Earrings
Eight Sparkling, imitation Diamonds set in each pendant with Ruby colored brilliant in center. For Pierced Ears. No. J-277E—Bargain Price 50c



Dixie Queen Hoop Earrings
Hi-Class, 2 in 1 Hoop Earrings. Rich engraved effect. Sparkling, simulated Ruby in center. For Pierced Ears. No. J-278E—Price.....35c

BABY DARLING HOOP EARRINGS

For Young Girls and Babies. Bright Gold Finish. Rolled Gold Plate Wires. For Pierced Ears. Guaranteed to wear for years.

No. J-280E
Price....25c

BABY DARLING Earrings



SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

Kiss Me Again Perfume

FAVORS LOVE and ROMANCE

HE LOVES HER
BECAUSE HE
CAN'T RESIST THIS
**ENCHANTING
PERFUME**

SWEET
AS
HONEY



No. V-233 25c
Price Only... 25c

TRUE LOVE Perfume

The Choice of TRUE Sweethearts

**KEEP YOUR LOVER
TO YOURSELF**

**Feel The Charm
Of TRUE LOVE**

Ladies and Girls—Keep yourself Sweet and Fragrant so that whenever HE Gets Near You He Will Be ATTRACTED and never want to go away.

**TRUE
LOVE**



No. V-234 25c
Price Only... 25c

SEND ALL
ORDERS TO

KING NOVELTY CO.

LUCKY JICKEY Perfume

A Mysterious Fragrance
that **ATTRACTS** and
TANTALIZES



THRILLING AROUISING

The Oriental Odor of this Perfume seems like a breath from Ancient Egypt or the South Seas. Passionate, Mysterious, Exciting, it is said to Arouse Sweet Dreams of Romance and LOVE.

Lasting Odor

This Enchanting Perfume is liked real well by the Younger Set and those who like to FEEL YOUNG. Once tried, we feel certain, it will become Your Favorite. So Hurry, Order your bottle of KISS ME AGAIN Perfume NOW. You'll Be Thrilled When You Get It.

LUCKY SWEETHEARTS

They are ATTRACTED to each other. The Sweet-Smelling, Soothing Odor of LUCKY JICKEY is all about her. This ATTRACTS him and LOVE is in the Air. Many believe they owe their Good Fortune to LUCKY Jickey Perfume.

STRONG and LOUD

A drop or two on your handkerchief or clothes; or a Dab on your Lips and Behind your Ears, surrounds you with a Delightful Fragrance, making your personality and charm even more alluring. Order your Bottle of LUCKY JICKEY Perfume Today. You'll sure like it.



No. V-237 25c
Price Only... 25c

HUG ME TIGHT Perfume

**HELPS DRAW YOUR LOVER
TO YOU LIKE A MAGNET**



HE LOVES HER

His TRUE LOVE for her grows Stronger and Stronger every day. When she surrounds herself with Heavenly Sweetness of TRUE LOVE Perfume, his LOVE seems even More STRONG.

Sweet Lasting FRAGRANCE

Put a few drops on your handkerchief or clothing. See how you ATTRACT. Notice the Admiring glances of the Men Folks' coming Your Way. Many say they like this Perfume best of all. Order a Bottle Today!

TRY IT FOR A HAPPY SURPRISE

There's something about this ATTRACTIVE Odor that seems to make MEN want to Cuddle You up in their arms and Hold you very Tight. For a real thrill try this Wonderful Perfume.

Few Drops Lasts All Night

Hug Me Tight Perfume is very fragrant and LONG Lasting. It lingers around you like a fascinating dream and often proves an Exciting Stimulant to LOVE and Romance.



No. V-235 25c
Price Only.... 25c

SWEET

STRONG

GOOD

JUST
FINE

SELLS
FAST

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

HELP YOURSELF to LOVE and HAPPINESS

Long lasting fragrance



FAMOUS PRODUCTS CO. CHICAGO ILL. U.S.A.

HOLD YOUR MAN PERFUME

Keep smelling Sweet, and Help ATTRACT the man you Love. Help Hold Your Man. Help keep him around by Smelling Sweet with the use of this Perfume. Order a bottle of "HOLD YOUR MAN".

Perfume. No. 25¢
A wonderful name for this Sweet Odor. V-240

GOOD TIMES PERFUME

Extra strong perfume



FAMOUS PRODUCTS CO.
CHICAGO, ILL. U.S.A.

We all want Good Times, fun, and popularity. Girls like Men who smell good. Men go for Girls who ATTRACT with Perfumed Sweetness. Most everybody wants to be Popular—get invited out—have Good Times and a lot of Fun. Put a Little "GOOD TIMES" Perfume on Handkerchiefs, Lips, or on your body, and help yourself to more Thrills and Happiness, by Smelling Sweet and Alluring.

No. 25¢
V-241

USE HI-CLASS PERFUME Attract and Hold
Your Loved One by Smelling Sweet and Lovely

He whispers to Her:

I LOVE YOU SINCE
YOU'VE BEEN
USING
THAT
NEW
PERFUME

She to Herself:

THIS LUCKY
LOVIN' PERFUME
IS MY LOVE SECRET
— IT SHURE IS GOOD



LUCKY JOCKEY CLUB PERFUME

Be Wise. Use LUCKY JOCKEY CLUB Perfume. A few drops lasts a long time. Real loud and strong. Passionate fragrance should be a Help in ATTRACTING the opposite sex. Get a Bottle Today. Put on handkerchief, clothing, lips, under arms or behind ears. No. 25¢
V-238

LUCKY LOVIN' PERFUME

Girls, Women, Men, Boys
Here's the LUCKY LOVIN' Perfume
for you all. Help open the Door to Love and Happiness by keeping yourself Smelling Sweet and Alluring.

Put a few drops of LUCKY LOVIN' Perfume
on your handkerchief, clothes, lips, under arms, or behind ears, before going out on dates, parties, etc.

Sweet, Lasting



Perfume Helps in Love

Perfume has been used in all civilized ages and times by Ladies and Men to smell sweet and HELP ATTRACT their Loved One. Perfume yourself all over so when you step out Folks will notice you. Help draw friends. Have Happiness, Thrills and Good Times by smelling Sweet with LUCKY LOVIN' Perfume.

Highest Quality

LOVE ME QUICK PERFUME

Sweet lasting odor



LOVE ME QUICK PERFUME

Is your Sweetheart neglecting you? Do you crave to quickly find yourself in the arms of your loved one? The strong aroma of LOVE ME QUICK Perfume seems to surround you with an air of mystic charm that may help bring Quick Action in matters of Romance and Love. So act quick. Order a bottle of this Thrilling Perfume Today. Invite Love and Romance by smelling sweet.

No. 25¢
V-242

Order a Bottle of Lucky Lovin' Perfume

Just look at this LUCKY LOVIN' Perfume. You should LOVE to smell it, because it has a Sweet, Thrilling, Odor. The Man and Girl in Love's Embrace on the label brings to you the Spirit of LOVE. No. 35¢
V-267

SEND ALL ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

MADAM JONES HAIR GLORY

FOR MEN
AND WOMEN



LOOK
AT THAT
HAIR

Here it is Ladies and Gentlemen! MADAM JONES Hair Glory—Just the thing that you may have been waiting for—perhaps even praying for! If you crave Silky, Beautiful Hair—and who does not?—lose no time in keeping your Hair in Good Condition. Madam Jones HAIR GLORY helps to Soften and Smooth Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new life and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy and proud by sporting a beautiful head of well kept hair.

FREE — SPECIAL TREATING OIL

With every Package of Madam Jones Hair Glory you get a Free Supply of Special Treating Oil. This is a New Discovery of ours which goes right down to the scalp, giving new life and gloss to the Hair. Here is your big opportunity! Are you going to pass it up and continue to suffer with Bad Hair or are you going to get this Fine Hair Treatment? It is up to you! All you have to do is to order a box of Madam Jones Hair Glory for only \$1.00. Guaranteed to satisfy in seven days or money back. You cannot lose so RUSH your order in today. SPECIAL TREATING OIL—FREE.

Order by No. V-173

Price
Only.....\$1.00

MADAM JONES FACE TREATMENT



ENJOY LIGHT LOOKING SKIN

Help your Skin to New Beauty. Madam Jones Bleech Ointment works almost like Magic to Brighten Dark, Muddy, Freckled Skin into Light, Soft, Clear Beauty. Many Men just love to see a woman with Beautiful Clear Light Skin. Why not help yourself to New Happiness with a Pretty Looking Complexion? Apply Madam Jones' Bleech Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. You cannot lose! Special inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleech Ointment.

No. V-174
Both for Only.....50c

Madam Jones HAIR STRAIGHTENING COMB



Hair Dressing at home now made easy. Start now to use the Madam Jones Modern Way of Combing your Hair straight in place. Save on Beauty Parlor bills. Use Madam Jones' Hair Straightening Comb with Madam Jones' Hair Glory. Madam Jones' complete instructions given FREE.

No. C-145
Price Only.....\$1.00

BIG COMBINATION OFFER

Straightening Comb\$1.00

Hair Glory1.00

TOTAL VALUE\$2.00

No. C-145—Both, Only...\$1.49



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

GOOD HOME REMEDIES for Your MEDICINE CHEST

KIDNEYS MUST CLEAN OUT ACIDS. YOUR KIDNEYS contain millions of tiny filters that keep the Body Poisons Out of your BODY BLOOD. Excess Acids and Poisonous wastes are removed by proper working KIDNEYS. If you expect Organic Trouble you should visit a physician. If the 15 miles of KIDNEY TUBES and Filters don't work well because of Functional Troubles, Acids and Poisons may get into the Blood, and you may suffer Aches and Pains. If you don't suspect Organic Troubles and want to help yourself Flush your Kidneys then try VALMOR BUCHU COMPOUND LITTLE BLUE PILLS. They act as a Stimulant Diuretic to the KIDNEYS. Follow Directions and Drink plenty of water. 40 Pills in each Box. Order your Box of Pills NOW. Take excess Acids out of the Blood.

No. M-724—Price Only..... 50c

LUCKY MAN and WOMAN LINIMENT

When MUSCULAR Aches and Pains, Backaches, Shoulder Pains strike, use LUCKY MAN and WOMAN LINIMENT. This remedy soothes the aches and warms up the sore spots. Pour Liniment in hand and Rub in the spot that feels Sore and Aching. Just Rub it in on back, shoulders, wrists, legs and arms. Rub briskly and get a Quick Warm Up. Men, Women, Children, Mechanics, Farmers, Day Laborers, Garage Hands, Landdressers, Factory Workers, Cooks, Nursemaids—Most Everybody may at some time or another need this Wonderful LUCKY MAN and WOMAN LINIMENT. You can never tell when you may need it. Order Yours now.

No. M-727—Price..... 25c

Special

VALMOR COUGH SYRUP and Laxative COLD TABLETS

TAME COLD COUGHS Before They Get Worse. When you come down with a Cough due to Cold, don't neglect it. Give yourself this Treatment: Take a teaspoonful of Cough Syrup, every 3 or 4 hours, and take a VALMOR Laxative Cold Tablet at night before going to sleep. Regular price of Cough Syrup is 50c. Special Offer—Get BOTH for only 49c.

No. C-147

for BOTH
for 49¢

MENTHO VAPOR SALVE

Get After Head Colds—If you are down with a Cold in the Head, Stuffed up Nose, due to colds, do this right away: Put a little MENTHO VAPOR SALVE in your nose and rub a little on your Chest. It helps soothe the irritations, helps open the passages so you can breathe easier in case of a Head Cold. Good for Men, Women and Children. Be sure to order a Jar Today and keep it handy.

No. M728—Price... 39c

ORDER
YOURS NOW

used to sell for 50¢
**SPECIAL
CUT PRICE
NOW 39¢**

RUB ON SORE THROAT INHALE MEDICATED STEAM VAPOR

BUCHU COMPOUND PILLS



A Stimulant
Diuretic to the
KIDNEYS

40 PILLS
50¢

Keep
a Box
Handy

ONLY
25¢
A BOTTLE
KEEP
THIS
GOOD
UNIMENT
IN
YOUR
HOME



LUCKY MAN
WOMAN
LINIMENT

FAMOUS PRODUCTS CO.
CHICAGO, ILL., U.S.A.

for Muscular
ACHES AND PAINS

VALMOR
RED CLOVER
COMPOUND
MADE FROM HERBS,
BARKS, ROOTS and
OTHER INGREDIENT

GOOD TO THE LAST DROP

Mother Nature's Treatment
—Indians got their Medicine
from Mother Nature.

They gathered Herbs,
Roots, Barks, and Leaves,
and put these together to
make Health giving remedies.
Good News for folks
who may be Run-down,
Weak, Grow tired too soon
without suffering from any
Organic or Functional
Trouble. Help clear out
your intestines with this
Remarkable Tonic and Laxative.
Help keep your System
clean. Constipation often
causes certain Body
Poisons to enter the Blood
and it is these Poisons
that may give you the
Misery. Red Clover Com-
pound has a laxative action.
If you want to keep
your Bowels open, enjoy Better
Health and attract the opposite sex
by your Healthy appearance, we advise
trying Red Clover Compound.

Order Your Bottle NOW
No. M-701—Price.. \$1.00



Large ½ Pint Bottle

VALMOR RECTAL CONES

'Are you troubled with minor Soreness, Itchy minor irritation of the Rectum and Anus? Then try Valmor Rectal Cones. Insert cone according to directions. Help Reduce Pain and Itching promptly. Use this soothing astringent internal Rectal application to Relieve minor Burning and Soreness. Order a Box and treat yourself for minor Rectal irritations.

No. M-731..... \$1.00



ONLY
\$1.00

No. M-731..... \$1.00



Sweet Georgia Brown FACE POWDER

Wonderful
Powder
Order
Now!

ONLY
50¢
V-40

SWEET GEORGIA BROWN VANISHING CREAM

Always use Vanishing Cream before using Face Powder. It acts as a foundation. Face Powder will stick better and not blow off easily. Pat a little Sweet Georgia Brown Vanishing Cream on Face, Neck, Arms, and Hands. It vanishes away in one minute. Helps prevent oily skin and shiny nose. Your Face is your Fortune. Help keep it lovely.



ORDER
BY
V-1
FANCY
JAR
50¢

HAVE LIGHTER LOOKING SKIN—Use SWEET GEORGIA BROWN Face Powder, and lighten the appearance of SKIN instantly. Women and Girls of tan and dark types of beauty should insist on SWEET GEORGIA BROWN, especially made to beautify Tan or Dark complexions. SHADES: Aristocratic Brown, Dark Brown, Sun Tan, Hi-Tan, Brunette, Deep Pink, Flesh.

ODOR RID Smell sweet

For
Men
and
Women

Men Love Women who smell sweet. Help get rid of Body Odor. Don't Lose Out in Love or Business because of Body Odor. Keep Sweet. Get a Jar of Sweet Georgia Brown Odor-Rid Today. Directions on every jar.

No. V-130 50¢

PRESSING CAP

TIE CAP on HEAD

GO TO SLEEP

Throw Away Old Stocking Caps. Get a smart looking SWEET GEORGIA BROWN Hair Pressing Cap, and help keep your Hair Smooth, and well Dressed, while you sleep or rest. Fits head like a glove.

No.
V-100 50¢ Hair In Place

Cocoanut Oil SHAMPOO

Ladies, Girls, Men, Boys, even Babes must have clean HAIR first if they want their HAIR to be Beautiful. It doesn't do any good to use Pomade, Tonics etc., on dirty HAIR. Wash your HAIR once a week with Emulsified COCOANUT OIL Shampoo. See how nice your Hair looks. Just follow directions. In only one minute your whole head becomes covered with Thick, Fluffy lather which loosens up dirt, dandruff and scales.

No. V-81... Price Only 50¢



SWEET GEORGIA BROWN

MAGIC
PINK
LOVIN' CREAM

No Rouge Required. Right before your eyes Magic Pink Lovin' Cream brightens the appearance of your Skin. If Skin is light, use a little. If Dark, use more.

No. V-14. Price 50¢



BRILLIANTINE



HAIR PERFUME



DRESS UP YOUR HAIR

KEEP IT GLOSSY

Have Brilliant, Glossy, Soft, Beautiful looking HAIR in one minute. Put a few drops of Sweet Georgia Brown Brilliantine on your Hair Brush before combing Hair. Order a Bottle Today.

No. V-85 35¢

If you want to appear Sweet and Attractive to the opposite sex, sprinkle a few drops of SWEET GEORGIA BROWN Hair Perfume on your HAIR. Attracts admiring attention. Order Today.

No. V-172 50¢

HAIR DRESSING POMADE

Slick your HAIR temporarily straighter looking. Use SWEET GEORGIA BROWN Hair Dressing Pomade. Does it in one minute. Men and Boys — Make rough, tough, unruly Hair lay down smooth. Use with or without hot comb.

V-70
ONLY
50¢

STRAIGHTENING COMB with POMADE and SHAMPOO

ALL FOR 98¢

98¢

50¢

50¢

50¢

V-3

PRICE
50¢

SPECIAL OFFER

SWEET GEORGIA BROWN

Hair Dressing Pomade 50¢
Coconut Oil Shampoo 50¢
Hair Straightening Comb \$1.00

Regular Value \$2.00
No. V-88—All For 98¢

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.



HI-QUALITY Ladies HOSE

HIGH
QUALITY
RINGLESS

LONG
WEARING
SHEER

MAKES LEGS
LOOK PRETTY

FRENCH
HEEL

PAIR
for

39¢

Long Wearing

Highest Quality Rayon Lustrous CREPE. Double Heels and Toes so they last long and won't tear. Special picot edge garter bands to stop runs.

Have Pretty Legs

Wear Lovely Hosiery and attract attention. Women were made with pretty limbs—show them off to the best advantage by wearing these Beautiful Hose.

Latest Shades

COLORS — Sun Tan, Aristocratic Brown, Dark Brown, Hi-Tan, Gun Metal, Gray, Beige.

SIZES — 8½, 9, 9½, 10, 10½.

GIVEN
without extra charge
with each pair of hose
VIAL OF PARIS GIRL PERFUME

Order Yours Now

Save MONEY and get your Paris Girl Perfume with Hosiery. Be sure to mail your Order at once for this Big Bargain Offer. State Size and Color as mentioned above.

No. H-901—Pair.... 39¢
3 Pairs..... \$1.00

French Style PANTIES

Best Grade Rayon — CREPE Panties. Made from Run-Resist Cloth. Double Crotch reinforced and elastic waist line. LACE TRIMMED. For Women and Girls.

COLORS — Pink or Tea Rose. State Size and Color.

No. H-902—Each.... 39¢
No. H-902EX—Extra...
Large Size..... 49¢



stylish

**ONLY
39¢**

Ladies BLOOMERS

FULL CUT — ROOMY High Quality Lustrous Rayon CREPE Bloomers. Well Made and Very Comfortable. Reinforced Double Gusset Crotch. Elastic at waist line and leg bands. Wonderful Value.

COLORS — Pink or Tea Rose. State Size and Color.

No. H-903—Each.... 48¢
No. H-903EX—Extra...
Large Size..... 58¢

JUST 48¢

SEND ALL
ORDERS TO

KING NOVELTY CO.

Lovely

PARISIAN STYLE

CHEMISE

HIGH CLASS

Beautiful latest style Rayon Lustrous CREPE Chemise. Silky like material. Feels soft near skin.

Extra Fancy

Lace trimming with very pretty Lace Rosette decoration. Satin Ribbon Shoulder Straps.

LOOK PRETTY

Dress yourself pretty underneath as well as on top. Look alluring with this soft, pretty Chemise.

Beautiful PINK Color

SIZES — Small Medium and Large. State Size when ordering.

No. H-904.... 79¢

BARGAIN
PRICE

79¢

HIGH QUALITY
LOW PRICE

FANCY PRINCESS SLIP

ADJUSTABLE STRAPS

Latest Style

Form fitting slip made of Lustrous Rich Looking Rayon CREPE. You are not dressed up unless you wear one. Fancy Lace trimmed lovely Ecru Insert in front and Lace edging all around top. It is certainly a Wonderful Value and a Big Bargain when you buy us.

STRONG SEAMS FOR LONG WEAR

Made Real Good to last a long time. Even prettier than the picture. A Slip you should be proud to wear and everyone will admire it.

EXTRA VALUE
We never before sold such an elegant garment at such a Bargain. Get yours before the price goes up.

Pretty Color
COLORS — Pink or Tea Rose.

SIZES — 34, 36, 38, 40, 42 and 44. State size and color.

No. H-905—Each .98¢

**A REAL
BARGAIN**

98¢

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

**LUCKY
MAN
DRESS UP
SHIRT
and TIE
Both for
\$1.19**

BARGAINS for MEN

WEAR THIS
to CHURCH
and PARTIES

EXTRA FINE
QUALITY

NO EXTRA
CHARGE for TIE

LUCKY MAN FANCY DRESS-UP SHIRT. Fancy Patterns. Guaranteed Fast Color. Form Fitting Color. Beautiful Tie included with Shirt. Get BOTH and you are all ready for Church, Parties, or going out. Women admire men who wear good looking Shirts. Order your Shirt Today! Get this fine Tie without extra charge.
COLORS—Blue, Green, and Tan. SIZES—14 to 17 Neckband. State Size and Color.
No. D-116—Shirt and Tie.....\$1.19

LUCKY WEAR NECKTIES 25¢ EACH 3 for 50¢

New Classy LUCKY WEAR Rayon Silk Neckties. Fancy assorted Patterns. Latest Stripes and Patterns in Flashy, Bright Colors. Sport some of these handsome Neckties and thrill your girl friend. You'll like them. Order your LUCKY WEAR Tie TODAY. Get one for 25¢ or at Special Bargain Price of 3 for 50¢.
No. D-118—
Price Each...25¢
Three Ties—
All for.....50¢



MEN'S LUCKY WEAR SHOES Built for Comfort and Long Wear



PAIR SOCKS FURNISHED WITH SHOES

Strong, Long Wearing, Dress-Up Shoes, Durable, Solid Leather Tops—Double and Triple stitched seams. Broad Cupped toe and Blucher Style for Real Foot Comfort. Special composition weatherproof soles to keep Dry. Easy walking Rubber Heels. For Long Wear, Style, and Money Saving, order LUCKY WEAR SHOES.

SIZES—6 to 12—Wide Width. State Size.

\$1.78

No. D-120
Pair \$1.78

Socks
Also
Included

DOUBLE YOKE
ON BACK

BUTTONS
ON
POCKETS

JUMBO
SLEEVES

TRIPLE
STITCHED



LONG WEARING WORK SHIRT

LUCKY WEAR Blue Chambray Work Shirt with Jumbo Sleeves—triple stitched seams, two buttoned Patch Pockets, made strong and made to wear long. SIZES—14 to 17 Neckband—State Size. No. D-117—LUCKY WEAR WORK SHIRT.....69¢

LUCKY WEAR MEN'S SOX FANCY PATTERNS



3 PAIR FOR 50¢

19¢
a PAIR

RE-INFORCED
HEELS and TOES

High-Class, Latest Design Men's Socks. Rayon Silk and cotton combined. Reinforced heels and toes for long wear. Rib-Knit tops fit snug.
COLORS—Red, Tan, Gray, or Blue. SIZES—10 to 12. State Size and Color.
No. D-119—
Pair.....19¢
3 Pairs.....50¢

MEN'S UNDERWEAR SHIRT and SHORTS HIGH QUALITY

TWO
FOR
ONE
PRICE

MEN'S UNDERSHIRT

High Quality Athletic Style, Silk-like. White knitted cotton shirt. Tubular bound Neck and Armholes. Comfortable and Easy Fitting. A Pleasure to wear.
SIZES—34-46 Chest.

ATHLETIC SHORTS

Long Wearing, Comfortable, Cotton Broadcloth Shorts. Elastic side inserts on three button waist band. Roomy seats, strong seams, wide legs. Assorted fancy striped Patterns.

COLORS—Blue, Green, Orange, Brown and Figured. SIZES—32 to 42 waist measure.

No. D-121—Price for BOTH Shirts and Shorts 39¢



SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

3 PIECE SET



ONLY
29c
PER SET

ATTRACTIVE EARRINGS AND NECKLACE SET. Bright Gold colored finish. Lovely link necklace with attractive, fancy pendant set with imitation pearl. Blue, Green, and Red Dazzling Brilliants. Fancy button style Earrings to match.

No. J-286C 29c
Set..... 29c



ONLY
35c

FANCY BUTTON EARRINGS. Dainty, figured design. Eight, brilliant, dazzling Rhinestones surrounding Bright Red Brilliant. For Unpierced Ears. These Earrings are truly Beautiful. Only 35c.

No. J-297E 35c
Price Only. 35c



PRICE
25c

BUDDHA RING. Mystic looking oxidized Silver finish with image of Buddha. The ancient Buddha has been worshipped as a Powerful God. Very unusual looking Ring. Wrap strip of paper around finger and send for size.

No. J-294 Low Price. 25c
Price.... 29c



Men's Neck Tie and Horseshoe Stick Pin Set with 12 White Rhinestones. Latest Style Fancy Tie.
BOTH for
39c D-123... 39c

39c D-123... 39c

39c D-123... 39c



2 PIECE SET

PRETTY BRUSH and COMB SET. Lovely white color with Attractive, Bright Flowered design on Brush. Good, Strong, Stiff Bristles. Fine Quality Comb. Comes packed in lovely box. You'll enjoy smoothing your Hair in place with this Fine Brush and Comb. A Wonderful bargain.

No. D-122 Two-Piece Set..... 39c

PAIR 25c



PRICE
ONLY
19c

LOVELY HOOP EARRINGS. Bright Gold colored finish. For Pierced and Unpierced ears. Very Popular and Attractive.

No. J-288E Pair..... 25c
Each..... 19c

BIRTHSTONE PIN 25c

PRICE
ONLY

25c

PRICE
ONLY